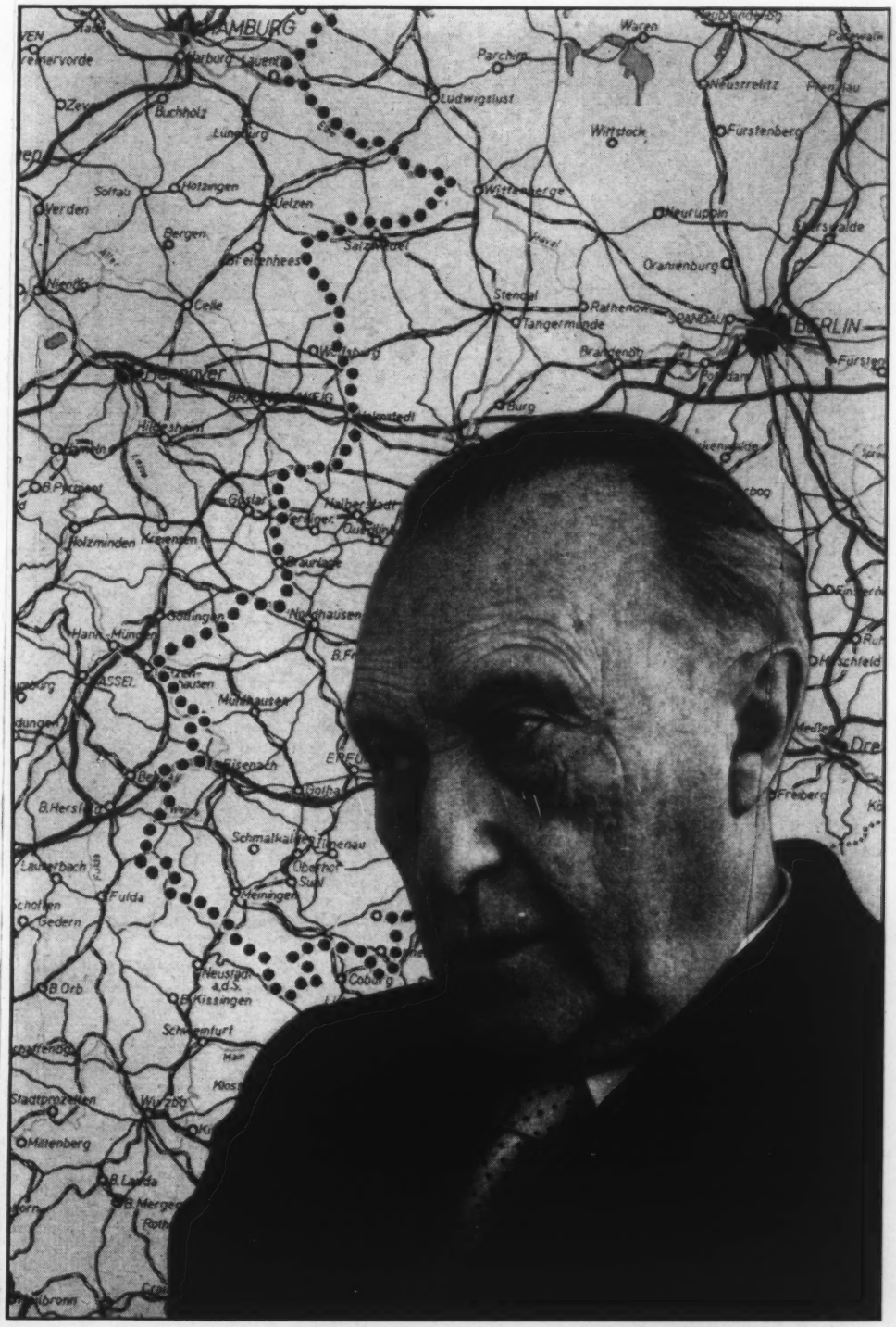
Saturday Night

JULY 9TH 1955 TEN CENTS



Chancellor Konrad Adenauer: Between East and West (Page 14).

The Front Page

Some church officials have suggested that the "booze business" be taken over "lock, stock and barrel by the Federal Government", a proposal with such interesting possibilities that even guzzlers might consider giving it their support. For instance, a curious change seems to take place when industries pass from private to public ownership; they need subsidies as well as sales to keep them in business. If the profitable liquor industry were nationalized, therefore, it would be reasonable to suppose that sooner or later public funds would be required to keep it solvent — funds contributed in the form of taxes by tosspot and prohibitionist alike.

Geneva Approach

A good many commentators are being pretty smug in their speculations about the forthcoming meeting of the leaders of the Big Four in Geneva. This of itself would not be disturbing if their attitude did not seem to be a reflection of official thinking in Washington. There is a disconcerting tendency to take it for granted that at the conference in Geneva the Russians will be negotiating from weakness and the Western powers from strength.

It is quite possible that the recent "softness" of the Russians in their international relations is the result of a

Tory Prospects in the West
by Stuart J. Shaw: Page 7

For those who are never satisfied with the ordinary

Lincoln is designed especially for those who have confidence in their own good taste—for those with the daring to appreciate the unusual, the distinctive.

For you will note in Lincoln a dramatic difference—not merely in over-all length (eleven and a half inches longer from head to taillight)—or that lower, faster look. It's in the subtle sweep of line, curve of chrome, brilliance of styling. From the striking new front grille to the dual exhausts, this is the kind of beauty that depends on restrained lines, straightforward design. But Lincoln's difference does not stop with distinctive beauty.

In performance, too, Lincoln delivers even more than might be expected of a fine car.

First, there's amazing Turbo-Drive. With no frustrating lag, no unpleasant jerk, new Turbo-Drive gives one unbroken sweep of silent power—through every speed range. To understand the difference, you must drive a new Lincoln. We can tell you about Lincoln's brand-new engine and the other revolutionary engineering changes. But, again, the real proof is in the driving.

So may we make a suggestion? See your Lincoln dealer. One drive in a Lincoln or Lincoln Capri will prove the vast difference between Lincoln and any other car.

FOR COMPLETE INFORMATION SEE YOUR LINCOLN DEALER

NEW

LINCOLN

for modern living
for magnificent driving

The Front Page

critical accumulation of domestic problems in the USSR. There is no doubt that Russian agriculture is in a mess and that the Soviet bosses have not yet found a way to make the resources of the state provide for both an improved standard of living and the development of heavy industry geared mainly to military needs. It may be, too, that Communist adventures in Asia and elsewhere have taken out of Russia more than the country can afford; certainly the Soviets are having difficulty living up to their modest promises to help underdeveloped countries.

It would be dangerous, however, to use only the evidence of weakness in an assessment of the Russian approach to the conference. Indeed, the Russians could be quite pleased with themselves. They may not have as many atom or hydrogen bombs as the United States, but they have at least an equal ability to deliver those bombs to a distant target; their jet fighter force is as strong as any nation's; their huge army is well trained and equipped; their apparent willingness to negotiate has encouraged neutralist sentiment in Europe and Asia.

If these talks at the summit had to do only with the relations between four powerful states, what was said or done would be strictly the business of those directly involved, and nobody else. But whether we like it or not, the fate of every country is tied to the deed and words of the Big Four; the lives of Canadians will be as much affected as those of Americans by the way Eisenhower conducts himself at Geneva. We have a right, then, to be concerned about his attitude towards the conference. If he shares the apparent complacency of some of his colleagues, the prospects are not reassuring.

Bullet in the Back

A young man walked out of a Montreal hospital the other day after having a bullet removed from his back. This is how he got there:

He was driving a car when a policeman, who said later that the vehicle had a noisy muffler, ordered him to stop. He did not hear the order. The policeman fired three shots at the car and one of the bullets ripped into the driver's back. The young man was taken to hospital, and there he stayed for three days under police guard. Then he was taken to court to face a charge of refusing to show his driver's licence to an officer of the law. He was acquitted, as soon as it was established that he could scarcely have refused to produce the licence when he had not even been asked for it. He went back to the hospital a free man — but with a bullet in his back.

Anyone who heard about this case could not help wondering how many bullets from the guns of trigger-happy policemen have smashed into the bodies of innocent people. How many times have men not heard a constable's command to stop or, losing their heads, tried to run away, and in that instant been condemned to death by another man who, because he wears a uniform and carries a gun, thinks he is judge, jury and executioner all in one?

Incidents such as the one in Montreal keep happening in cities all across Canada. It seems to be the common belief of too many policemen in this country that they are justified in whipping out their pistols and using them on the slightest provocation. Just as strange is the failure of senior law officers to discourage this indiscriminate marksmanship. Public respect for law enforcement is not encouraged by such lack of discipline and responsibility.

Trick of the Bounce

A friend of ours has been walking around in a daze since getting a letter from a company that makes office furniture in the United States. It was meant, apparently, for executives in the broadcasting industry, and read in part: "The network president and vice-presidents should not have too much difficulty in maintaining the proper mental pitch for their demanding trade. The suave drama of their carefully-controlled stage (office) offers many areas off which to bounce ideas."

When he got over the shock of being mistaken for an executive (the closest he ever came to broadcasting was when he waved at a TV camera during a wrestling match), he decided to try bouncing ideas off areas. He experimented first in his own home, but either the areas or the ideas were wrong—no bounce, just dull soggy thuds. Then he started spending his lunch hours in the more expensive furniture stores, trying out all sorts of areas from form-chairs to bamboo screens. So far, however, he has had no success, although once he bounced an idea off a floorwalker and it came back in a high, slow curve. But he is persistent, and is not yet ready to admit that this bouncing trick is a closely guarded trade secret, one of the mysteries of broadcasting revealed only to network executives when they become presidents or vice-presidents.

Reaction to Ballyhoo

The incredibly stupid ballyhoo that accompanied announcement in the United States of the results of the massive test given the Salk polio vaccine has made medical men (a reticent lot at any time) even more cautious than usual in their public references to the results that can be expected from the vaccine. Canadian authorities from the first warned that the vaccine was only partially effective. British doctors were still more reserved; they believed that more tests should be made before the start of any general program of immunization.

The British view was stated by Oxford neurologist, Dr. Ritchie Russell, at the recent meeting of the Canadian and British Medical Associations. "We are delighted to know it's a safe procedure," he said, "but its effectiveness is not known and won't be known for the next two or three years." And Dr. J. M. P. Clark, of Leeds, said: "We have not been very impressed with the possibilities of the vaccine . . . We have not had such big epidemics and we feel we can advance a little more slowly and more carefully."

The Canadian doctors we quizzed had a better opinion of the vaccine; they see it as a worthwhile means of reducing the incidence of polio. But the same revulsion against the thoughtless tub-thumping was evident. Back of it was the fear that the ballyhoo would backfire; that public faith in the soundness of medical research

Inoculation with Salk vaccine—safe but not yet certain.

The Front Page

would be shaken and support for public supported programs of research falter when people who had been persuaded that a few injections meant complete immunity to polio found that the vaccine gave only partial protection.

The report made by Dr. Thomas Francis, of the University of Michigan, on the massive tests of the vaccine carried out in the United States and Canada (440,000 children inoculated, 210,000 given a placebo, and 1,180,000 observed as "controls") was terse, factual and should have convinced no one that polio would suddenly be abolished. Effectiveness of the vaccine varied between 60 and 90 per cent. Most vaccines used against virus diseases are considered to have about 95 per cent effectiveness, but none reached this figure during the first year or two of testing. The National Foundation for Infantile Paralysis in the United States, however, blew hard upon the trumpets of publicity. Like other organizations dependent on public contributions, it has to use the instruments of publicity to convince the public that its support is merited. In this case, helped by newspapers grabbing at a story with tremendous "human interest" appeal, it went too far.

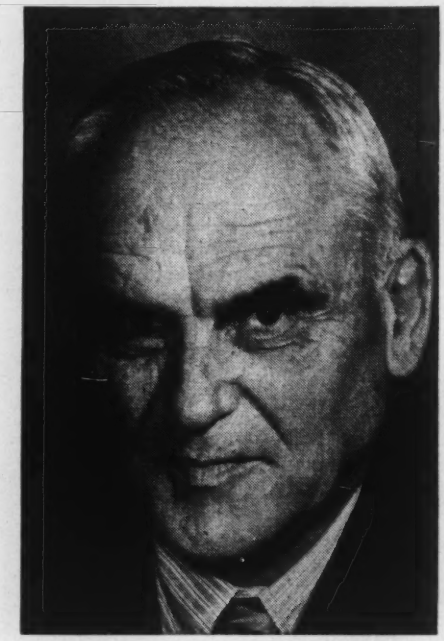
What is important now is that health authorities in this country (who have done a good job with the vaccine so far) keep the public fully informed about the progress of the battle against polio. The vaccine is not perfect, but it should give most youngsters a much better chance of escaping the disease. Some of those inoculated will still become victims, but that will be no reason for abandoning the program. Medical science has given us a greater degree of protection against a dreaded affliction, and its continued advance should not be impeded by any form of public hysteria.

A Canadian Hotel

It was good to learn (by way of a press release) that Donald Gordon, chairman and president of the Canadian National Railways, is taking great care to ensure that the new CNR hotel in Montreal, the Queen Elizabeth, will be a thoroughly Canadian product. "In planning the general design and decoration of the public rooms of the hotel," Mr. Gordon says, "and in respect of the plant and specifications for the furnishings, we are anxious to maintain an atmosphere essentially Canadian, with special emphasis on a decor distinctive of the city of Montreal and of the Province of Quebec. Murals and other decorations will be the work of Canadian artists and designers and it will be the endeavor to use Canadian materials almost exclusively." We wonder, however, if Mr. Gordon has consulted Conrad Hilton, the American hotel magnate who will operate the Queen Elizabeth, about all this. Mr. Hilton might not like to manage such a distinctively Canadian hotel. Besides, can Canadians, who apparently could not be relied on to run the Queen Elizabeth profitably, be trusted with the design and decoration? Mr. Gordon must be convinced that they can, and his revived confidence in Canadian abilities deserves some gentle applause.

Convenient Crises

One of the great Canadian puzzles is what the St. Laurent administration really thinks about the state of international relations. Early in January, the cabinet was fairly cautious, if what was said in the Throne Speech meant anything



C. D. Howe: Unlimited emergency?

("While there is hopeful evidence that the increasing strength of the free world has lessened the likelihood of aggression . . ."). Since then, however, the ministers have fluctuated wildly between the rosiest expectations of peace and prosperity and the darkest fears of imminent war.

Curiously, these fluctuations have had little relation to what was being said or done by statesmen in other countries. Rather they have coincided with what was happening in Parliament. At one time, conditions in the world are settled enough to enable the Government to slow up production of aircraft, trim taxes and look forward to increased foreign trade. At another, disaster is always so close that it is suddenly necessary to continue indefinitely the enormous powers given the Minister of Defence Production by the Defence Production Act. While Mr. St. Laurent is quoted as telling an audience that he expects peace to continue, Mr. Howe and his colleagues are insisting in Parliament that the threat of war is greater today than ever before.

In other words, for domestic purposes the international situation is just as serious as the St. Laurent ministry wants it to be at any particular time. It is not convincing, then, when Mr. Howe claims that we are living in such a period of emergency that Parliament must place no time limit on his or his successor's powers to seize any company, its contracts or its products for purposes of defence "as he deems necessary" and "subject to regulations if any". The Defence Production Act was to continue until July 31, 1956, in any case. We doubt if even the far-sighted Mr. Howe can tell what emergencies may occur more than a year from now. What is clear is that he has tried to use fear as a weapon to defend an indefensible bit of legislation. Defence production can be made an integral part of government without abandoning traditional checks on the great powers given cabinet ministers.

Naming the Source

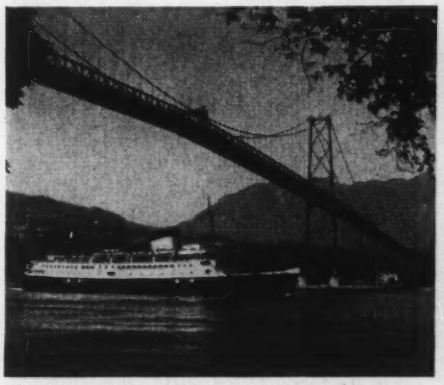
If Prime Minister St. Laurent had given the matter more thought, he would never have told the House of Commons that newspapers should not print news obtained from "authoritative" or "well-informed" sources unless they named those sources. If the newspapers took his advice, three things would happen: the public would be deprived of a considerable amount of legitimate information, back-room operators in and out of politics would jump for joy, and Mr. St. Laurent's Government would lose one of its most valuable methods of testing public opinion. The Prime Minister might not be too perturbed by the first two, but he could scarcely be happy about the third.

The "official leak" has become too useful a tool of government to be lightly tossed aside. It works like this: the cabinet contemplates a certain policy or action but doesn't want to get committed to it if it is going to arouse a lot of opposition; soon some "highly placed person" has a quiet talk with a reporter, and within a few hours newspaper readers learn, from an "authoritative source" that "an ambitious plan to issue Davy Crockett hats to all ranks in the Army is being explored by defence officials". If there is any firm protest, the report is angrily denied; if not, steps are taken to carry out the plan.

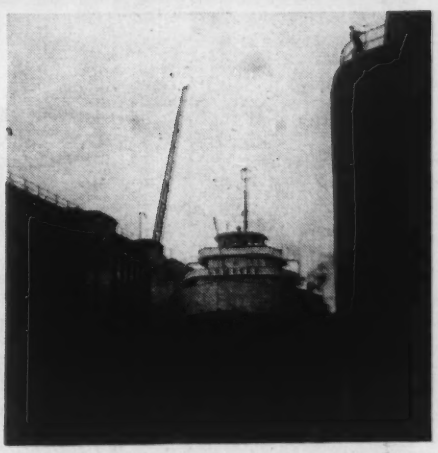
Does the Prime Minister really want the reporters to reject these judicious confidences unless they can quote their informants by name? In the words of Eliza Doolittle, not bloody likely. But if he happens to be serious about it, he could quite easily set the newspapers an example by plugging the official leaks.

Canadian Shipping: Inland and Overseas

An influx of foreign shipping into Lake ports like Toronto (top) raises protests, while Canadian shipyards build big new Lake ships like the Fort Henry (right). On the West Coast deep-sea ships no longer sail under the Canadian flag from Vancouver (BELOW left), and on the East Coast the Canadian Merchant Marine may soon vanish from Halifax (BELOW right).



Should trade between Canadian ports on the Great Lakes be reserved for ships built and manned by Canadians when the Seaway is open? This involves labor and unions and presents difficulties for the ports which will have to expand their existing facilities. A Royal Commission will soon study this international problem.



The Soo Locks handle the world's heaviest shipping traffic. Foreign lines are designing special new ships to take advantage of the expected increase in trade.

CITY EVENINGS are long and cool . . . vacation days dream themselves away with never a thought of the clock . . . it's Summer and you've the time and the mood for music. Listen again to long-loved recordings . . . discover new artists and compositions . . . you'll find them all in Simpson's Record Department, Sixth Floor. Dept. 397

Echoes of Hollywood, George Feyer, pianist. VX 800, Vox. Each 3.95. **Festival in Costa Rica**, Stanley Black and his orchestra. LL 1101, London. Each 5.45. **Gaiete Parisienne**, by Offenbach, and **Les Sylphides**, by Chopin; Philadelphia Orchestra, Eugene Ormandy conducting. ML 4895, Columbia. Each 4.80. **Brandenburg Concertos**, by Bach; #1 in F Major and #5 in D Major, Munchinger conducting the Stuttgart Orchestra. LL 222, London. Each 5.45. **Calvin Jackson at the Plaza.** LXA 1005, X label. Each 4.20. All are Long Play recordings.

PHONE UN 1-8111 OR WRITE SIMPSON'S SHOPPING SERVICE

by Stuart J. Shaw

Tory Prospects in the West

The eyes of Progressive Conservative leaders—and all Canadians worried about the survival of our two-party system —must frequently turn these days towards the four western provinces. With Quebec and the Maritimes to all appearances securely tied to the Liberal chariot, the fluid and changeable west is the only part of Canada where the Progressive Conservatives can hope to build enough popular strength to give them a chance of regaining power.

It must be admitted, however, that the present situation of the party in the western provinces is extremely discouraging. These provinces return a total of 70 members to the House of Commons. At present only 9 of these are Progressive Conservatives. In the provincial field, the situation is still worse. In the Manitoba legislature, the Progressive Conservatives hold 12 seats out of 57; in Saskatchewan, 1 out of 53; in Alberta 3 out of 61; in British Columbia 1 out of 48. Only in Manitoba is the party even the official Opposition.

The situation is the culminating point in a long story of decline, the roots of which go back to the early days of the west.

At the turn of the century, when large-scale settlement began on the prairies, politics in eastern Canada largely revolved around the tariff. The Conservatives were firmly committed to Sir John A. Macdonald's "National Policy" of protective tariffs to encourage growth of manufacturing industries. This policy helped to lay the foundations of Canada's present industrial greatness, and it was widely popular in the east. But it made no appeal in the west, dependent as it then was on primary industries such as agriculture, mining and lumbering, which had to sell their products on the world market.

The prolonged tariff controversy left an indelible impression in the minds of many westerners that the Conservatives were essentially a sectional party, pursuing the interests of Ontario and Quebec without a thought for the welfare of western Canada.

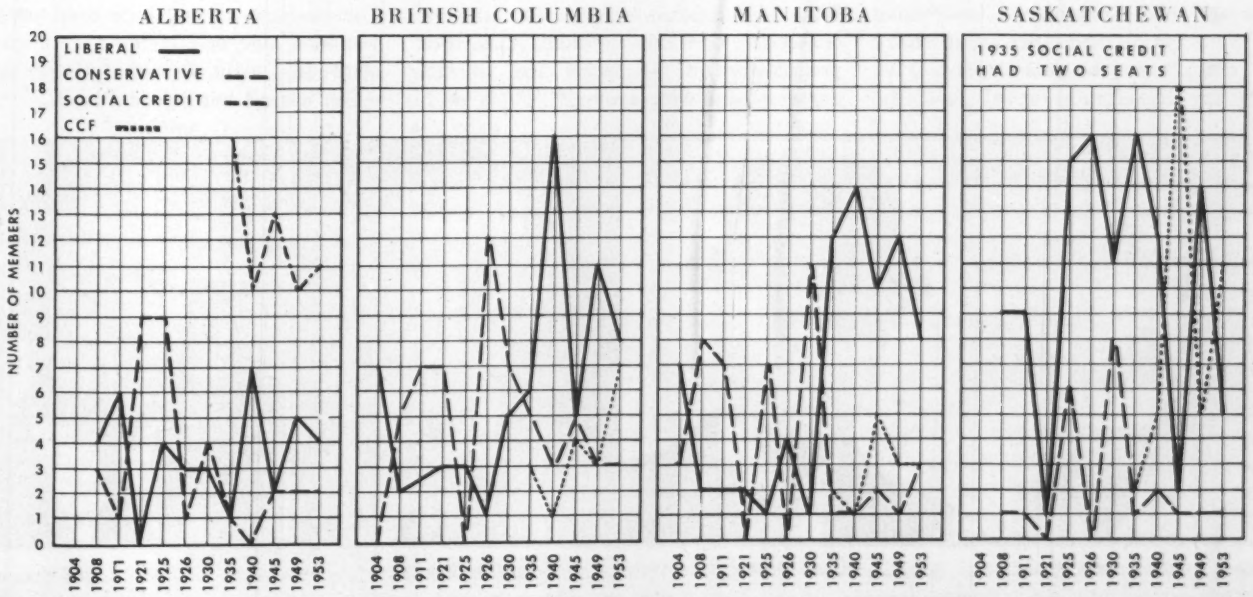
The "National Policy" had another effect. It brought the Conservative party the support of the new manufacturing and financial interests in eastern Canada. Industrialists, bankers and corporation lawyers became prominent in its councils, and in western communities the leaders were often local representatives of large eastern concerns. While it was never really a big business party, it often wore a big business look. It was easy for prairie homesteaders, struggling with drought, high interest rates and unstable wheat prices, to get the idea that the Conservative party was the creature of "St. James Street" and no friend of the western farmer, worker, or small business man. (Later, of course, the same suspicion developed concerning the Liberals, leading to the formation of "protest parties" — the Progressives, the United Farmers of Alberta, the CCF and Social Credit.)

A third factor working against the Conservatives — less obvious, but perhaps no less powerful — was the racial and religious question.

By the end of the nineteenth century, the feud between Ontario and Quebec, and the influence of the Orange lodges, had committed the Conservatives to the idea of British and Protestant supremacy. Ontario Tories, moving to the west, found themselves in the midst of a vast migration from central and eastern Europe, strange in language and customs and predominantly Roman Catholic or Orthodox. Inevitably they tended to look on the newcomers with contempt and distrust. Naturally the feeling was reciprocated. The Liberals, on the other hand, wooed the New Canadians with energy and skill — Sir Wilfrid Laurier used to address Ukrainian gatherings as "My Galician brothers!" — and their example was followed later by the CCF and Social Credit. Thus a huge voting group was lost to Conservatism, perhaps permanently. Even today, it is hard to find a descendant of the continental European settlers of the 1900s who is a Conservative.

By the end of the First World War a large and growing proportion of western voters, particularly on the prairies, had come to regard the Conservative party as

PARTY RECORDS IN FEDERAL ELECTIONS


ALBERTA
BRITISH COLUMBIA
MANITOBA
SASKATCHEWAN
LIBERAL
CONSERVATIVE
SOCIAL CREDIT
CCF
1935 SOCIAL CREDIT HAD TWO SEATS
NUMBER OF MEMBERS
0 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20
1904 1908 1911 1921 1925 1926 1930 1935 1940 1945 1949 1953

an alien and actively unfriendly force. The unhappy coincidence that brought the last Conservative national administration to power in 1930, just as the great depression really got under way, completed public disillusion. The effort of the party leadership to win western farm support by choosing a western leader in the person of John Bracken came too late to stop the rout.

Though the Bracken experiment failed, however, there seems little doubt that the return of the party to Ontario leadership with the selection of Colonel Drew in 1948 further alienated much of the little support that remained.

Not all the trouble, of course, lies with national policies. Local blunders have also aggravated the party's difficulties. In 1929, the Saskatchewan Conservatives won an election by a reckless appeal to religious hatred, but the inevitable reaction, plus the depression, brought disaster in 1934. In British Columbia, where the party had an unusually strong organization, it was wrecked by internal wrangling, culminating in an open fight between the national and provincial leadership. In both BC and Manitoba, the Conservatives first entered a coalition with the Liberals and then left it under circumstances that made them seem factious and irresponsible to the public. However, errors and prejudices on the national level are most to blame.

The long succession of national and provincial defeats has inevitably weakened and disheartened what remains of the Conservative following in the west. With no patronage available, or in sight, it becomes harder and harder to recruit semi-professional political workers. Talented and ambitious young men who might be good material for candidates tend to pass the party up for others with brighter prospects. In what was once the "big money" party, campaign funds are apt to be scanty in the extreme. There are still a few constituencies, usually in the larger cities, which are solidly organized Conservative strongholds. On the other hand, many rural districts on the prairies now have hardly any organization at all and the party banner is kept flying only by a dwindling handful of old-timers.

Gloomy as the present situation is, however, it is far from hopeless. For one thing, weak as the Progressive Conservatives are, their opposition is also fundamentally weak.

The two "protest parties" are still powerful in their respective strongholds—Saskatchewan for the CCF, and Alberta and British Columbia for Social Credit. But they have shown no capacity to expand beyond these limits, and neither has much prospect of becoming a real power in national politics. Since they hate each other even more fiercely than they do the "old-line parties", they cannot join forces. Even more important, their original fire and fervor seem to be on the wane. CCF orators, who twenty years ago were calling for the overthrow of capitalism and the establishment of a new society, are fighting the current Alberta election on the issue of lower automobile insurance rates. A kind of vacuum seems to be forming in western politics.

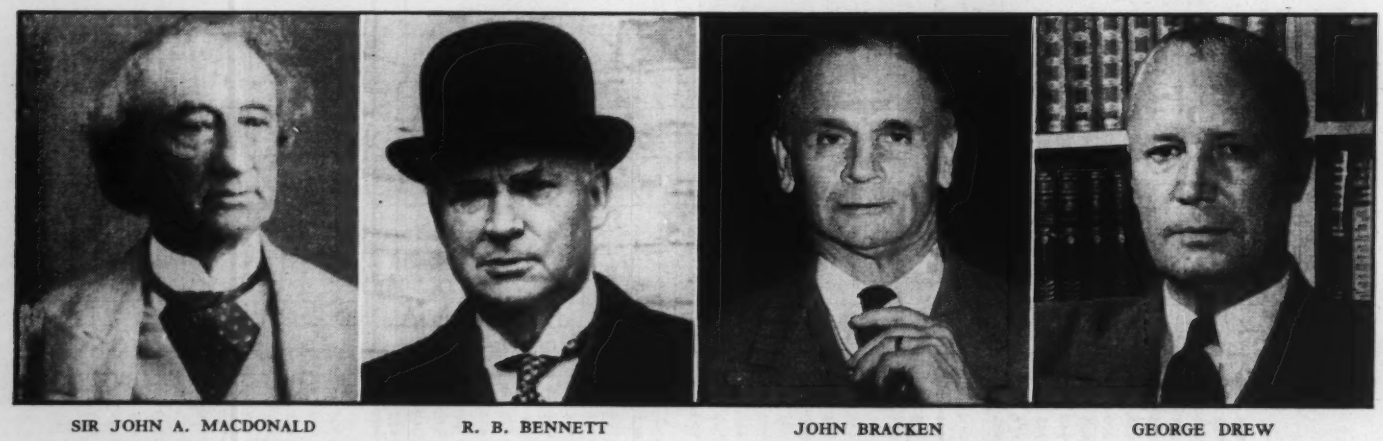
In fact, the west itself is changing. It has experienced a decade of expansion and development as rapid and far more varied than the railway-building era of the 1900s. The farmers, despite some short crops in recent years, are now relatively prosperous, settled and free from debt, so that the main causes of the agrarian revolt of the 1920s and '30s no longer operate. Industrialization, which was in its infancy before the Second World War, has now begun on a large scale, creating many of the groupings and interests on which the Conservative party has flourished in the east. (It was surely a portent when a chemical company not long ago petitioned the federal government for tariff protection on a product manufactured in Edmonton.) Finally, the immigrants who have been arriving in recent years — in large measure fugitives from Communism or from the bureaucratic socialism of Western Europe — are generally far more conservative in their outlook than their predecessors of fifty years ago. In fact, conservatism, with a small "c", is probably more widespread in western Canada than at any time in the past.

This situation provides the Progressive Conservative party with a great opportunity if it can rouse itself from its present defeatism and apathy.

Two things are essential above all. First, the party must demonstrate that it has broken with the errors of the past; that it now has a national rather than a sectional outlook, and that it is prepared to treat all Canadians on the same basis regardless of racial origin, religion or occupation. Second, it must develop a distinctive program of its own. The policy adopted in the last election of trailing the Liberals about and murmuring "Anything you can do we can do better" will win no confidence and support in the west or anywhere else.

Through the western provinces, and no doubt elsewhere in Canada, there is a growing desire for order and stability as against constant innovation and change; for the protection of individual rights against the all-powerful state; for thrift and sound management in government; and for the preservation of old and valued traditions. It is to these feelings that a party which calls itself conservative ought to appeal. If the Conservatives can do this boldly and strongly, they have a chance of building real strength in the west. Otherwise they face a growing risk of sinking into a mere Ontario faction.

This question is one of more than merely partisan importance. Experience in the English-speaking world and elsewhere has shown that parliamentary democracy works best when there are only two major parties, one to be in power at any given time and the other in opposition, ready to take over when the government loses the confidence of the people. Of all our parties, only the Liberals and the Progressive Conservatives are qualified for these two roles. Unless the Conservatives can become strong enough to play their part, Canada faces an indefinite continuance of one-party rule or else the sort of government by coalitions of splinter parties which has all but ruined France.



SIR JOHN A. MACDONALD R. B. BENNETT JOHN BRACKEN GEORGE DREW

The national leadership helped create the impression in the West that the Conservatives were a sectional party.

Montreal docks: To the second greatest port on the continent the Seaway brings new challenge.

Wanted: A National Shipping Policy

by Adrian Liddell Hart

A mari usque ad mare. With the completion of the St. Lawrence Seaway, possibly in 1958, Canada will stretch from sea to sea in more ways than one. Ocean ships will be sailing two thousand miles "inland" in the south while the growing importance of the far north brings an increasing number of survey and supply vessels to the Arctic — Canada's third ocean. Yet this vast, sea-bound country has a vanishing ocean fleet and a threatened lake fleet, a declining shipbuilding industry, and no national shipping policy. If the old nautical saying that "a country is known by her ships" has any truth, then Canada is indeed the unknown country.

At the present time three issues are belatedly bringing the shipping situation to public attention. A Royal Commission is starting work this summer on the problems of coastal shipping. The desirability of an operating subsidy for deep-sea shipping is being debated. And the decline in Canadian shipbuilding is causing concern. Moreover, these inter-related issues are bound up with the opportunities — and the problems — of the Seaway.

Under the Commonwealth Shipping Agreement, the British are permitted to trade between Canadian ports, unlike other nationals. However, this trade is largely confined to the traditional routes between Maritime and Lake ports, and less than 5 per cent of Canadian coastal trade is being carried in British bottoms. Nevertheless, certain Canadian shipping companies, backed by the Seafarers International Union, are anxious to get the Agreement rescinded, or at least modified, before the Seaway is opened.

Already there has been an influx of small European freighters into the Lakes during the last few seasons and it is known that Britain, Germany and some other countries are building specially-designed ships, of approximately 6,000 tons, in order that they can take advantage of the world's busiest sea-traffic channel with an estimated export cargo movement of 50 million tons a year. There is some fear that the British ships, under the existing agreement, will cut into the port-to-port trade once they are in the Seaway. Canada Steamships, for instance, foresees economic dislocation if the British ships take a haphazard part in the seasonal grain trade between Canadian ports — and industrial strife if British crews, with their radically lower wages, are constantly working in this Continent.

On the other hand, there is opposition to any change in the present regulations, from Canadian firms which operate with British-flag ships, and from Western interests. "Having uncorked the Great Lakes in the physical sense," says an editorial in a Saskatchewan paper, "it would be the height of folly to bottle them up again with arbitrary shipping and other regulations."

In fact, the economics of any change in the coastal shipping arrangements, or in the deep-sea conditions, largely boils down to the old free-trade-versus-protection argument. Canadian operators point out that shipping is almost the only important Canadian industry that is not being protected or subsidized in some fashion, and that Canada is the only great trading nation that does not in some way assist its own shipping.

On the open sea, the effects of foreign competition are not a matter of conjecture. At the end of the Second World War the Canadian Merchant Marine was the fourth largest in the world, and even in 1948 there were still 145 deep-sea cargo ships under the Canadian flag, representing a million tons of shipping and employing over 5,000 seamen. The Canadian ocean fleet now ranks twenty-first in the world and there are only a dozen ships left. More than half of them belong to the government-controlled — and subsidized — Canadian National Steamship Company. Only one of them is over 10,000 tons. They represent less than 7,000 tons of shipping and employ less than 500 seamen. By contrast Switzerland, completely landlocked, has a fleet three times as large and German shipping, virtually destroyed by the war, had risen to 2,260,000 tons at the end of last year.

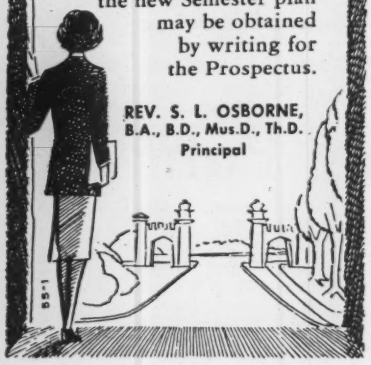
The Canadian Shipowners' Association is pressing for an operating subsidy of approximately $100,000 a year each for a limited number of "efficient" ships under the Canadian flag, to achieve a minimum level of 750,000 tons. The total volume of Canadian overseas trade (excluding trade with the U.S.) has increased over 60 per cent in the last eight years, yet the participation of Canadian shipping in this trade has declined to 6 per cent. Canada has 25 million tons of cargo being carried each year in the merchant

Ontario Ladies' College

WHITBY, ONTARIO

Residential & Day School for Girls. Grades I-XIII and Vocational. Valuable entrance scholarships. Full information about the new Semester plan may be obtained by writing for the Prospectus.

REV. S. L. OSBORNE, B.A., B.D., Mus.D., Th.D.
Principal



Residential School for Girls

ALMA COLLEGE

Founded 1877, Public and High School to Grade XIII. Fine Art, Secretarial, Interior Decoration, Home Economics, Music.

Write for prospectus.

Mrs. Steele Sifton, B.A. B.Ed.
Principal

OPENS Sept. 8, 1955

ST. THOMAS - ONTARIO

TRAVEL with... Cash's WOVEN NAMES

To Avoid Loss!

Camp—Cottage—Train—Bus—Boat... wherever you go, and however you go, mark all clothing and belongings, for positive identification.

ORDER EARLY - FROM YOUR DEALER, OR

Cash's — Belleville 18 Ontario

CASH'S NAMES	3 doz $1.80, 6 doz $2.40	9 doz. $3.00, 12 doz $3.50	NO-SO CEMENT per tube 35c

ships of various foreign countries.

"In an all-out struggle for markets," says the Shipowners' Association, "a national shipping service can be used to put a nation's exports in a favored position in overseas markets." And vice versa. There have been cases of trade loss in West coast pulp, for example, due to lack of any control over shipping in the Pacific. It is worth remembering that between the wars Canada had to provide a $50 million subsidy to foreign shipping lines to induce them to provide necessary services out of Canadian ports.

During the war Canada built 790 merchant ships and became the fourth shipbuilding country in the world. In more recent years the naval construction program, the needs of coastal services and the full orders of foreign shipyards have helped to maintain a fairly high level of employment. Nevertheless, employment fell sharply to 12,000 at the beginning of this year, and at least 2,000 are expected to be laid off by the end of the year. Accordingly, the Canadian lake operators advocate that coastal shipping should be restricted to those ships that are built as well as manned by Canadians, pointing out that fourteen ships are being built in Britain at the moment for the Canadian coastal trade. The Shipowners' Association proposes a government subsidy for the building of at least ten ocean ships in Canada, under the plan for a nucleus Merchant Marine.

From a strictly economic point of view these proposals would be unlikely to find favor with Ottawa. The government has wanted to help the British to earn dollars, to follow a liberalizing course, and to avoid hand-outs where no strong political interests are concerned. But the overriding consideration is, of course, that of defence. Trade Minister Howe himself said in 1947: "A merchant navy is basically an industry which, like other industries, has to pay its way if it is to survive. It is at the same time a definite part of a nation's defence armory and a considerable factor in the nation's economic structure. The efficiency of such an important industry is therefore a matter of concern to the government." It should be obvious, eight years later, that this part of our defence armory can no more "pay its way" than the Royal Canadian Navy. Meanwhile, how has the Government manifested its concern?

In 1947 the Government did set up a Maritime Commission "to recommend policies for the operation and maintenance of a Merchant Marine and a shipbuilding industry commensurate with Canada's needs". Two years later, the Commission equivocally concluded that "if it is considered advisable to maintain the shipping and shipbuilding industries in Canada, it is clear that they will require Government aid". It proposed a level of 750,000 tons of deep-sea shipping as a minimum for national security, along with seven thousand men in the shipyards.

T. R. McLagan: President of CSL.

An operating subsidy of $2.7 million was, in fact, granted for one year on the assumption that protection would then be assured by NATO in the event of an emergency. The Government also promised to consider operating subsidies for preferential trade routes. But a test case application was rejected on the grounds that foreign shipping was available at a lower cost and further subsidy proposals were turned down by the Cabinet nearly two years ago. It is now believed that the Government is ready to grant a flat-rate operational subsidy at a somewhat lower rate than that proposed by the Shipowners' Association, leaving the operators free to acquire their ships in the best market.

It has become fashionable since the last war to base any plea for Government support — or any excuse for Government waste — on "strategic" considerations. For this reason we should carefully examine the claims of what is often called "the fourth arm of defence". We do not know what demands an emergency would make on Canada, though we do know that the Russians have been concentrating on the construction of submarines. We know, too, that even a local emergency like Korea, in which Canada was not extensively involved, disrupts normal world shipping. In two world wars Canada has had to start virtually from scratch, at great cost, to build a Merchant Navy. And it must be frankly recognized that she built it too late. In the years of real crisis, 1940-1943, there were not many Canadian seamen in the Battle of the Atlantic — and not many ships being launched to replace the Allied losses.

Some people argue that Canada should rely on Britain in an emergency. But the British have their own shipping difficulties, especially in manning. In 1954 Britain car-

ried only 34 per cent of the Canadian trade compared with 45 per cent in 1947, despite the large transfer of Canadian ships to British registry and the Government's preferential policy. This relative weakness has been recognized by other Commonwealth members—Australia, South Africa, India—who are developing their own shipping industries. There have, too, been discussions about a NATO pool of shipping for an emergency. But is it safe to assume that the United States and other NATO countries will always respect Canadian interests when Canada contributes so little? By comparison, more than $400 million was appropriated last year by the U.S. government for the shipping and shipbuilding industries—and $174 million has recently been granted to subsidize a new sixty-ships-a-year plan.

Canadian resources are far more limited. But if we are to make any contribution to world security, we should consider whether the nucleus of a Merchant Navy —a fleet-in-being, with trained seamen, managers, shipbuilders and other operational assets—may not be a more constructive and economic contribution than, for example, the allocation of the comparatively small sum involved to a bigger Air Force. The program for subsidizing the operation of some 30-35 modern ships, including the construction of ten new vessels in Canadian shipyards, would cost about $5 million—or about ¼ of 1 per cent of our present defence budget.

What is needed, in the first place, is a clear and definite national policy in respect to Canadian shipping. If it is recognized as primarily a defence matter, economic and labor problems as they arise can be approached from the standpoint of national interest. Neither handouts nor restrictions are going to do much good by themselves. Without the basis for confidence, for long term investment and planning in the shipping world, subsidies are likely to be frittered away or mopped up by the unions.

The actions of the unions in the past have contributed to the decline of Canadian shipping—and the present unemployment of their own members. Even now the SIU in Canada has come out against the more sensible interpretation of overtime provisions and the experimental reduction in crews which has been recently agreed to in the States in order to meet competition. The average wage bill is $380 a day in Canadian ships compared with $155 in British ships—and it is considerably less in German ships. Improved performance as well as subsidy differentials is needed to meet this constant challenge. At any rate, it is charged Canadians are not being aggressive enough in designing ships economical to operate under Canadian conditions.

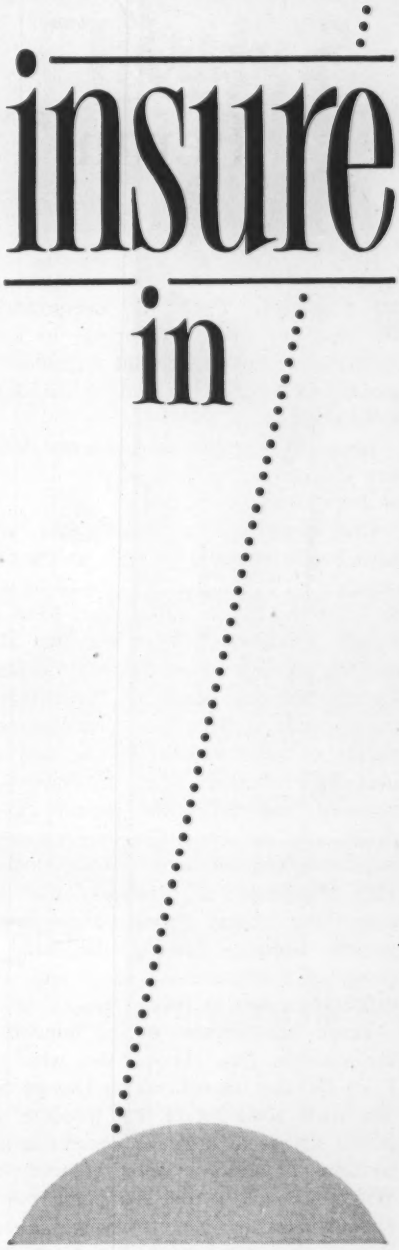
A national shipping policy also needs the co-operation of the important Canadian companies now operating ships under foreign registry, and especially of those companies directly servicing vital Canadian industries like aluminum. At the same time the Government should set up a National Maritime board on the British model, competent to regulate the affairs of the industry. The present Maritime Commission has been too closely associated with the Ministry of Transport — and its members are considered to lack much practical experience of ocean shipping.

In the last analysis, however, we should not treat such a national policy as simply a question of defence requirements. Canada might conceivably do without a Merchant Navy, and all that goes with it, as she might have done without other things in her history which are now accepted as national institutions. But Canadians have the right to belong to a great seafaring nation—and to sail under the Canadian flag —as they did in the days of the Nova Scotian sailing fleet. It is often said that this is the air age and Canadians are coming to believe it. But in Canada itself great projects like Kitimat were not primarily dependent on helicopter flights—they were based on the creation of ports and the movement of ships. So it will be in the far north (as the Russians are demonstrating in Siberia). A national shipping policy will be inspired by this conception.

Puzzler

by J. A. H. Hunter

"Did you read about the twins, dear?" asked Kim, manoeuvring the butterdish clear of his newspaper. "I don't think so, but which twins?" replied Mary. "Is there anything special about them?" "I'd say there is," chuckled her husband, with a wink for Junior across the table, "just listen to this." He started reading: "Twins, born Thursday to Mrs. Roy Spraggs, may well have set a world record for weight." He paused a moment and went on: "Sam, as he will be named, weighed a third of his brother's weight, plus their combined weights multiplied by the difference between their weights divided by three pounds more than the difference between their weights." "Oh, stop kidding, Kim," laughed Mary. "But it's here," she was assured, "and there's more of it." Rather more slowly, Kim continued: "It says their combined weights divided by one pound less than Sam's weight were the same as the difference between their weights." Junior, who had listened to all of this without a word, slipped away at this point. For the rest of Saturday morning the boy was very quiet in his room scribbling hard. When he finally emerged and announced the weights of those twins, his mother had to find that little news item to confirm that the real version agreed with his figuring. What do you make of it? *Answer on Page 42.*



Great American Group of Insurance Companies

J. H. HARVEY
Manager

HEAD OFFICE
FOR CANADA
44 VICTORIA ST.
TORONTO

by William Krehm

Peron Takes on Navy and Church

Canadians have no overpowering curiosity where happenings in Latin America are concerned. But Argentina in recent weeks has proved a headline-writer's delight.

Just what is it that has happened in this new chapter in the story of the nine lives of Juan Domingo Peron?

Correspondents in Montevideo, who have been too ready to rush to the conclusion that Peron was out, would be wise to study the events of October, 1945 for a clue. At the time, Peron was War Minister in the cabinet of General Edelmiro Farrell and the brains of the pro-Nazi military clique that had seized power a couple of years before. But he had run into dirty weather. The Axis had been defeated, and under the impact of the democratic victory, military dictatorships were crashing all over Latin America. The democrats of Buenos Aires had staged the largest demonstration in Argentine history. Sniffing the wind, a group of liberal-minded army and navy officers decided to take over.

Peron was arrested in the boudoir of his mistress, Eva Duarte. But with true Latin chivalry the officers let Eva go free. She made good use of that freedom. She pulled strings to organize counter-demonstrations of Peron's labor organizations. Within a week Peron had come out on top of the heap again. It was in appreciation of her part in turning the trick that Peron made an honest woman out of Eva.

From there the Perons went on to incredible things. He won the presidential elections after a campaign in which the American Ambassador Spruille Braden took a major part against him. Peron's triumph underpinned the tottering military dictatorships elsewhere in Latin America. The brief day of the democratic crusaders in the Latin American Division of the U.S. State Department came to an end. Passing to the offensive, Peron sent his military and diplomatic missions to other parts of Latin America to encourage the military to stage a comeback. The cold war strengthened his hand. Like a harassed wartime recruitment officer, Washington became too concerned with enlisting allies against Russia to enquire too carefully into their past or present.

Peron himself came to be courted instead of denounced by American ambassadors. Now it was his turn to be standoffish and play hard to get. He did this with his doctrine of *Justicialismo* — a rather barbaric word coined from the root "justice" to designate a way of life supposedly different both from Communism and Democracy. Argentinian nationalism sank its teeth into this situation as though it were a juicy two-inch steak.

The late Eva Peron with her dictator husband. The Eva Peron Foundation absorbed the Catholic charities and led to trouble. (Below) Peron's descamisados *riot in the streets.*

Flanked by his dazzling blonde wife, Peron was the success story of the hemisphere.

The formula of their success was not a simple one. Essentially they based their power on an alliance of the army and the proletariat — the *descamisados* or "shirtless". The Argentine army (which has not fought in a foreign war for 85 years) is by tradition a politicking body; few presidents have survived without its endorsement. Peron has run his military machine with plenty of lubricant: by 1948 the salaries of Argentine officers were 25 per cent higher than those of corresponding ranks in the United States.

The other half of Peron's success formula was labor. Peron's way with the trade unions was a remarkable one: first he raped them and then seduced them. To begin with he imposed army officers on them to run their affairs and then won the backing of great sections of the working class by decreeing a month's extra pay — in the midst of an election campaign — and by enforcing social legislation which had been a dead letter.

But it was Eva who really touched the heart-strings of the *descamisados* with her own rags-to-riches story. She somehow involved them in her romance with Peron. She built up the Maria Eva Duarte de Peron Social Aid Foundation, a monopoly charity organization, which imposed levies on business, opened up cut-rate retail outlets and became the country's major business enterprise.

Peron also courted and won the backing of the Church hierarchy. There were valiant churchmen who foresaw that in the long run totalitarianism must be a threat to the freedom of worship. But these lost out within the Catholic Church.

Since independence, God's things and Caesar's things have never been clearly sorted out in Latin America. The relation between Church and State is an empirical, shifting affair. Whenever the political waters become muddied, the question tends to be reopened again. After the military coup of 1943 the government introduced Catholic education in the schools for the first time since 1884. In appreciation the Church cast its influence

on the side of Peron in the 1946 elections.

It was inevitable that friction should arise between *Peronismo* and the Church. Though religious instruction was reintroduced into the schools, there was also a daily period set aside for the "Life and Teachings of Juan Domingo Peron". In her rhetorical exuberance Evita was known to declare: "Peron is our God. We can have no other." The Eva Duarte de Peron Foundation absorbed the Catholic charities along with the others. And the Perons had an irritating way of dangling St. Peter's keys from their personal key-chains. When Eva died in 1952, radio stations throughout the land were required to announce each day at the hour of her death: "This is the hour at which Eva Peron entered immortality".

While Peron's ambitions were not confined to this earth, his worldly positions began showing clear signs of crumbling. The countryside had been bled and demoralized by the Government monopoly that bought up foodstuffs at fixed low prices and sold them abroad at what the traffic would bear. The system had some striking parallels with the Soviet requisitioning of foodstuffs under the First Five Year Plan. The effects, too, were not wholly dissimilar. Argentina, perhaps the most fertile of the world's agricultural countries, came to know wheat and meat shortages.

The profits of this squeeze were devoted largely to industrialization. But though the Argentine has made substantial industrial progress, there were also warehouses crammed with worthless, second-hand machinery bought abroad, and nasty rumors of spectacular corruption. And when wheat prices began falling abroad the country's financial troubles really began.

Peron began losing ground with labor. As Eva's death receded into the past, a legend began fading. Peron consoled himself with a tennis-playing widow, but it was not the same thing. Evita had played a faster, keener game than tennis. Inflation—prices had risen a full 500 per cent since the 1943 coup—greedily ate up labor's monetary gains.

The onset of disillusionment among his followers made Peron all the more vulnerable to the growth of Church influence in his trade unions. There was talk of attempts to organize a Democratic Catholic Party. The liberal wing of the Church was gaining in influence. Peron's strategy had always consisted of playing off both ends against the middle. Jealous of the Church's influence, he made a bid for the backing of anti-clerical elements.

Beginning last summer, he introduced a series of measures which embroiled him with the Church hierarchy. First came a law giving illegitimate children full legal rights. (Since both Eva and he had been born out of wedlock and suffered under the stigma, that measure undoubtedly had some sentimental motive.) Then he legalized prostitution with a special code of labor conditions for the hard-working ladies. (Eva's detractors could argue that this measure, too, had been introduced out of sentimental regard for her past.) Divorce was made legal.

Peron found himself locked in a life-and-death struggle with the Church. Steps were taken for the complete disestablishment of the Church. Arrests of priests became more frequent. It may be that on this occasion Peron did not wish to unleash mob violence against his opponent; certainly it is hard to see what he could hope to gain from it in a country that is 90 per cent Catholic. But demagogy has a momentum of its own. Before long churches were in flame, priests had been exiled, and Peron found himself excommunicated by the Vatican.

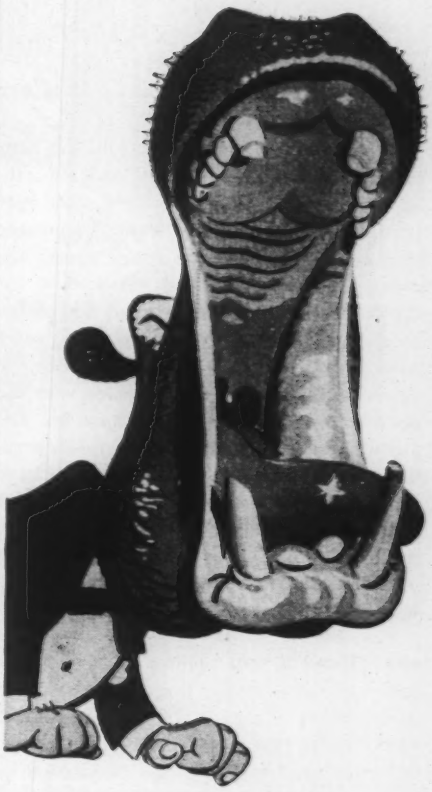
That was the background against which the Navy and Air Force revolt took place. Knowing how difficult it is to plot in a police-ridden state, one can state categorically that an action of such magnitude could not have been improvised in a few days or weeks in connection with the religious conflict. But the religious issue must have proved encouraging to the rebels. It was something that could provide a common denominator to the disparate elements that made up the opposition.

Though the revolt against Peron failed in its immediate objective, it struck him a shattering blow from which he is not likely to recover soon. He ducked for cover behind a Junta of three cabinet ministers. The newspaper services abroad hastened to interpret this as his overthrow. But the presence in the Junta of Admiral Alberto Teisaire made this interpretation unacceptable. Teisaire has long been one of Peron's most trusted aides—an amphibian character described as "a sailor at sea, a politician on land".

But though the storm may subside, there is not likely to be really fair weather ahead for Peron. Never before has he had so broad a cross-section of the country arrayed against him. And the country is far from being in the pink of economic health. It is significant that the fall of Vargas in Brazil coincided with the beginning of the sag in coffee prices. Not the least important factor in shaping Peron's fate will be just what happens to the price of wheat.

The implications of all this for democracy in Latin America are very considerable. We have seen that it was Peron's victory in 1946—along with the beginnings of the cold war — which put an end to Latin America's bright post-war hopes for democracy. The fall of Peron could reverse things once more. And now that there is a distinct easing of the tensions between East and West, there may be a less frantic support by Washington of strong-armed regimes in Latin America.

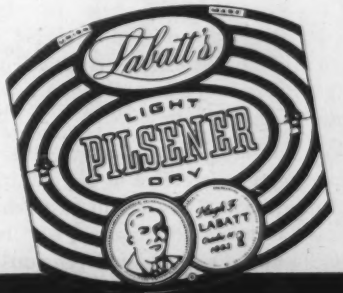
Thirsty?



. . . TRY A PILSENER

When your unslaked throat feels like this there's a treat in store for you IF you keep Pilsener on hand! Gratefully you savour this clean refreshing beer as slowly it trickles down that parched and dusty passage. Labatt's Pilsener, of course, is the internationally famous brew, lighter than ale, drier than lager, ideal for quenching thirst. Call for it in your favourite hotel or tavern . . . keep a case at home—you never know when you'll have a thirst that deserves Pilsener.

The only beer in the world endorsed by brewmasters of seven *other* breweries. Made to the original Pilsen formula with yeast specially flown from Europe. See the BACK of the label.



The swing is definitely to

LABATT'S

Persona Grata

'Still Too Much to Do'

(Cover Story)

He was too old for the job, the British said. The Americans had unearthed him earlier in the year, soon after they occupied the city. They wanted someone who could work for the Allies amidst the debris, someone who had not worked for the Nazis. He had been a good mayor before the Nazis got rid of him, many years past. But the British took over from the Americans and soon lost patience with the old man. The colonel read him his dismissal "for obstruction and non-cooperation". And there the story might well have ended. Konrad Adenauer was sixty-nine years old in 1945 and all around him lay the ruins of his native Cologne, of his life's work. A widower once before, his second wife died that same year.

Konrad Adenauer was born five years after Bismarck had become the first Chancellor of the German Empire. The son of a municipal official in Cologne he started work in the office of the Oberburgermeister after studying law and economics at three universities—without much distinction. Gradually, in the ponderous society of Kaiser Wilhelm's Germany, he worked his way up the official ladder to become Lord Mayor of Cologne in 1917. And there he stayed for the next sixteen years —while the Kaiser fled and revolutionary councils seized power, while the Allies occupied the Rhineland and the Nazis fought the Communists.

He worked hard at his job, rising regularly at five in the morning, leaving little to chance or subordinates—tireless in negotiation, autocratic in administration, incorruptible and devout, under the shadow of the great cathedral. He founded the university, rebuilt the river-port, planned a green belt around the new housing developments. As a member of the Catholic Centre Party, he sat in the provincial diet and the Prussian Herrenhaus. In 1928 he became President of the Prussian State Council — the Rhineland constituted part of the Prussian political system. And he raised seven children.

With Hitler's rise to power, the local Nazis began to interfere in city affairs and with the police. They began to clash with the old-fashioned conservative who believed in family discipline and religious education, in local rights and legal processes. In 1933 Adenauer was dismissed and banished from Cologne. For the rest of the Nazi era he remained in obscurity, reading his books and tending his roses. Only once again, in 1944 when the Nazis were becoming almost frenzied with suspicion, was he arrested by the Gestapo and briefly imprisoned. But even to the Nazis he seemed scarcely worth persecuting. And so the Americans found him, unharmed and seemingly harmless, in the wreckage of defeated Germany.

If Adenauer had not been dismissed by the British in 1945, he would probably have been quite content to resume his work as Lord Mayor of Cologne and devote his remaining energies to the task of reconstructing a city. As it was, he became first chairman of the new Christian Democratic Union in the British Zone and embarked on the political career that was to carry him to the leadership of Germany.

Certainly he was fortunate in being associated with that part of Germany which held the balance of power in the Western Zones. And his prominence was facilitated by the dearth of political ability and experience in the Nazi aftermath. But *der alte Fuchs* (the old fox), as he became known, proved to be a skilful politician in dealing with the different factions of his own heterogeneous party and coalition, with the Socialist opposition, led by fiery, dying Schumacher and with the three Western Occupation Powers. He was calmly ruthless in seizing an advantage, in blackening an opponent, in playing off one interest against another. "In political life," said Adenauer in 1948, "all is change so that what yesterday may have been right is now no longer so since conditions have changed."

Konrad Adenauer: The old fox.

Nikita Khrushchev: So dissimilar.

But he proved to be more than a politician. In 1948 he became President of the Constituent Assembly which established the constitutional basis of the new Germany. He worked to ensure the stability of the new regime and, in particular, the wide authority of the Federal Chancellor — an authority which subsequent amendments and his ever-growing personal prestige were to augment. As Chancellor since 1949 (and Foreign Minister from 1951 until last month), he used this authority to pursue those objectives which were fulfilled by Germany's participation in the Council of Europe and the Schuman plan, by the restoration of her sovereignty and by her admission to NATO as an ally of the West. Only in the failure of the European Defence Community has he suffered a setback—and a bitter personal disappointment.

"The aim of German policy," Adenauer declared three years ago, "is now, as before, that the West becomes so strong that the Soviet will enter into reasonable counsel with it. I am firmly convinced that if we continue along this road the time is not far distant when the Soviet Russia will declare herself ready for such reasonable counsel."

If the forthcoming conference at Geneva of the Big Four bears any fruit, it will be due in some measure to the policy which Adenauer has broadly pursued in the last years, notwithstanding the pressure of different groups in his own riven country.

Adenauer's successes could not have been achieved without a real hold on his countrymen. On the face of it he was unpromising material for a modern German leader—a stiff old *Beamte* who had little share in the hopes and doubts, the triumphs and sufferings of two generations. He was no orator and possessed little per-

sonal magnetism or brilliance. During the early days of the Blockade he was induced to visit Berlin—which he dislikes—and to give a morale-raising speech to these fellow-citizens cut off from the West and in hourly danger of being overrun by the Russians. Adenauer talked to them about the importance of Western Germany co-operating with the French!

The cold eye and the sharp tongue command respect rather than love. And though he likes to expatiate on large and generous themes, his attitude towards those who hold different political—or religious—ideas has been somewhat restricted and ungenerous in practice. But even his staid provincialism held an attraction in the spectral aftermath of Hitler's Greater Reich. He represented a respectable tradition and embodied a certain modest permanence. He had, too, in defeat and later in triumph, an austere dignity which contrasted favorably with the manner of most German politicians. With advancing age and prestige has come a grudging affection for "the old man".

"Perhaps I had better not yet die awhile," he remarked in 1953. "There is still too much to do." He is not above playing up his supposed indispensability if he thinks he is going to profit by it. At one period his threats of resignation to the Allies became so exasperating that the High Commissioners told him to go ahead if he wanted. But the problem of succession is nevertheless real. The great powers which he has come to exercise have not been matched by a corresponding encouragement of responsibility amongst his colleagues.

"The Soviet Government would be honored to receive in Moscow in the near future the Chancellor of the German Federal Republic, Herr Adenauer . . ." And Herr Adenauer has indicated that he will accept the strangely inevitable invitation. Before long he will sit down in the Kremlin with the exuberant Mr. Khrushchev—so curiously dissimilar—to discuss the "normalization" of relations between the two countries, the reunification of Germany and, presumably, such sundry matters of German political interest as the fate of the million odd German prisoners-of-war who are still languishing in Russia, according to German claims. There, in his eightieth year, looking like some scarred and leathery Indian chief smoking an imaginary pipe of peace (Adenauer in fact never smokes—only munches sweet chocolates like his predecessor), he will be faced with the same choice as Hitler and Bismarck. No doubt there will be Soviet proposals and counter-proposals and perhaps some measure of agreement.

Then will come the moment, so familiar to Western negotiators, when the German lays a finger along his nose and says: "*Aber*". On that "but" will depend the fate of Germany and hence of the world.

Rothesay Collegiate
FOUNDED 1877
An Old New Brunswick School for Boys aged 10 to 18

Rothesay is an Independent Boarding School whose purpose is to offer a liberal education for able boys. For this it possesses all the necessary facilities in Buildings and Grounds, together with a strong Staff, small Classes, Athletics, Cadet Corps, etc.

Information on Scholarships and Bursaries available on request. Moderate fees. For prospectus please write:

The Headmaster,
C. H. Bonnycastle, B.A., LL.D.

ROTHESAY, N. B.

COME FOR FUN!
Terrace Gables Hotel
FALMOUTH HEIGHTS, MASS.
On Cape Cod

Enjoy gay evenings, dancing, with entertainment, games, movies — sun-drenched days swimming, fishing, golfing. Superb Cape Cod cuisine. Write for Free picture folder. American Plan (European on request).

TERRACE GABLES HOTEL
Falmouth Hgts., Mass.

AN ENVELOPE FOR EVERY BUSINESS NEED

Always specify "SAFETY SEAL" envelopes.
Write us for literature, samples and prices.

NATIONAL
PAPER GOODS LIMITED
HAMILTON ONTARIO
Halifax Montreal Toronto Winnipeg Calgary Vancouver

Advertising and
publication printing
★
Saturday Night Press
71 RICHMOND ST. W., TORONTO

Ottawa Letter

Questions of Time and Money in Parliament

by John A. Stevenson

The hottest battle of the session in the Commons—over the new Defence Production bill—proved a test of endurance between the Government, aided and abetted by the CCF, and an alliance of the Progressive Conservatives and the Social Crediters. The real issue of the contest was the indefinite perpetuation of the sweeping powers conferred, with a time limit, upon Mr. Howe by the original bill to meet the emergency of the Korean War.

The gist of the Government's case was that the international skies, while brighter than in 1950, were not yet sufficiently clear to dispense with powers essential for the efficient procurement of supplies for purposes of defence. The Opposition argued that the visible easing of international tension left the Government without any valid excuse for the indefinite endowment of Mr. Howe with dictatorial authority over the whole national economy, and that, in the event of a serious emergency, Parliament could be summoned at short notice to strengthen his powers.

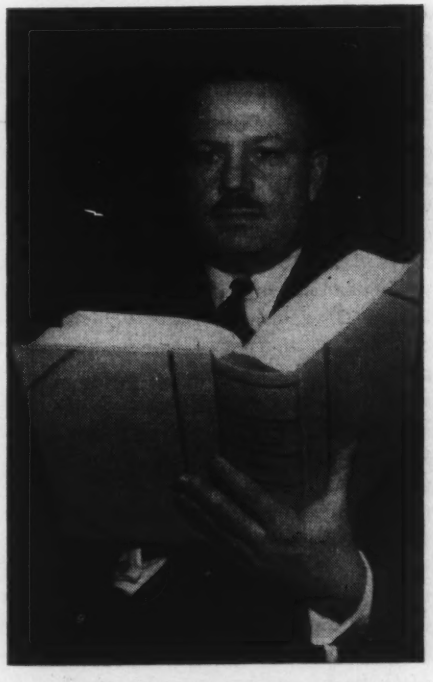
Donald Fleming (PC, Toronto Eglinton), the Opposition's best master of aggressive oratory, led the attack on the bill in a powerful and well-reasoned speech and Mr. Drew, who was in his best form in his longest speech of the session, lasting 3½ hours, marshalled in effective fashion formidable arguments against it. Mr. Howe was both resourceful and good-humored in his tactics for coping with a sustained assault, but would only make one mild concession to it. He found his best defender in Col. David Croll (L, Toronto Spadina) whose skill as a debater causes wonderment about his continued exclusion from the Cabinet.

At one stage the Opposition was firmly determined to maintain an organized filibuster against the bill until the Government modified or withdrew it. But when a Liberal member placed upon the order paper a question asking what was the *per diem* cost of a parliamentary session, some Tories scented the danger that an indefinite continuance of their filibuster would expose them to the charge that they were wasting public money.

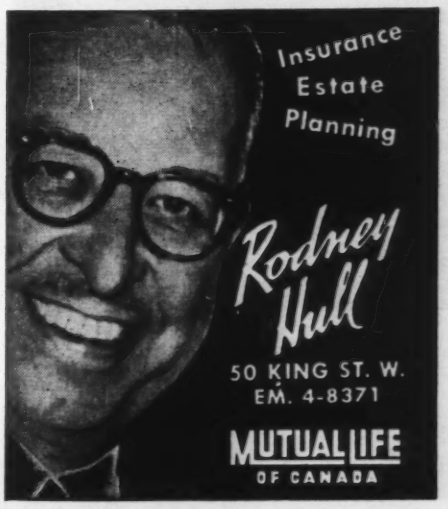
The Government has fulfilled the pledge of the last Budget Speech to appoint a Royal Commission charged with the task of making an appraisal of the country's economic prospects and has selected its personnel. The Commission is instructed to pay special attention to future developments in the supply of raw materials and sources of energy, to the expansion of foreign and domestic markets, to the potential growth of our population and its distribution, to trends in productivity and standards of living and to prospective requirements of capital for industrial and social purposes.

Walter L. Gordon of Toronto, a prominent chartered accountant, who is to be Chairman of the Commission, has earned the Government's confidence through earlier services as an investigator of complicated problems. His professional experience has given him an informed knowledge of industry and commerce. He will have four colleagues: A. E. Grauer, President of the British Columbia Power Corporation, Dr. Andrew Stewart, President of the University of Alberta, Dr. Omer Lussier of Laval University, Quebec City, and Dr. Raymond Gushue, head of Memorial University at St. John's, Newfoundland.

The heavy program of work assigned to the Commission will necessitate the employment of a substantial corps of experts and technicians and in charge of them will be Douglas LePan of the Department of External Affairs, who will function both as secretary and director of research for the Commission. Incidentally, Mr. LePan



Donald Fleming: Aggressive oratory



maintains the tradition established by Archibald Lampman and Duncan Campbell Scott that the Federal civil service should always contain one good poet, but he is also rated an expert upon economic problems.

With Mr. LePan reinforcing two heads of universities on the Commission, it is well weighted with "highbrow" influence, which should ensure consideration for the fact that a nation cannot live by bread alone. Mr. Grauer is an authority upon problems of transportation and Dr. Lussier upon forestry, but complaint will be made that on the Commission there is no representative of the manufacturers, the farmers or labor and no authority upon those two buttresses of our prosperity, the mining and oil industries—unless the theory is held that Dr. Stewart, as a citizen of Alberta, must be an expert upon oil.

The Commission will be well advised not to neglect the Atlantic provinces. Premier Smallwood of Newfoundland, fulfilling predictions that he would prove a thorn in the flesh of the Federal Government, has been uttering fierce threats that he will head a secessionist movement unless Ottawa takes speedy cognizance of Maritime needs.

Neither the St. Laurent Ministry nor any of the ten provincial governments are greeting with wild cheers the report produced by the Finance Committee of the Senate upon governmental expenditures in Canada. The committee was handicapped in its work by shortness of time and was unable to repeat the more detailed investigation it made in 1952, but under the same chairmanship of such a stern foe of public extravagance as Senator T. A. Crerar, it has turned the searchlight of publicity upon the contempt for economy shown in recent years by all our administrations. The Committee found that our 11 governments propose to spend among them in the current year $6.6 billion, which is 60 per cent higher than the comparable figure for 1953, $4.5 billion, and to extract from the taxpayers revenues totalling $6.1 billion, which would be 40 per cent higher than the figure for 1953, $4.3 billion.

The Committee has also some sour comments upon evidence that the Federal Civil Service is suffering from the ailment known to doctors as elephantiasis. Between 1939 and February 28, 1955 the number of Federal civil servants, rising from 39,000 to 174,000, has been more than quadrupled; the large brood of Crown Corporations which has been hatched since 1939, has doubled the number of their employees, now 137,000 as compared with 67,000. Today the number of Canadians serving the state in various capacities is 316,000 or nearly thrice the figure for 1939. These huge increases in the number of our civil servants and of our expenditures and taxation are far out of line with the increase of our population.

Any way you look at it...
Labatt's
ANNIVERSARY
50
ALE
You'll enjoy '50'
MILD... SMOOTH
Here's where a second look exposes the trick—but there's no trick to Labatt's '50'. Expose yourself to '50' . . . you'll find it's every bit as good as it looks. Savour the fine golden mildness of your first sparkling glass of '50'. It's pure pleasure. For '50' is the lightest and smoothest of all ales—the happier ale that makes anytime a good time. Have a '50'—soon.
The swing is definitely to
LABATT'S

"People are saying That the HOMERIC Is Tops"

"Everywhere you go
people are saying
what a magnificent ship
the Homeric is.

The food, the accommodations,
the décor, the genuinely
friendly spirit of the
stewards . . .
Really the Homeric
is simply wonderful
. . . and *only* 6 days too!"

HOME LINES

Six Day Express Service from Quebec to Le Havre and Southampton: July 17; August 3-20; September 6-23; October 9-26; November 12. ***FOR CHOICE ACCOMMODATION, SEE YOUR TRAVEL AGENT!***

Books

An Approaching Revolution

by Robertson Davies

Is there any record, anywhere, from any period of history, of a pleasant prison? I have never met with one and I have been in jail, so to speak, with a variety of gifted writers. Prisons, whether in fiction or autobiography, invariably figure as dirty, ill-managed dens, poorly staffed and supplied with wretched food, designed to degrade and break the spirit of the prisoner.

It used to be argued very widely, and many people still maintain, that a prison should not be pleasant; it is a place of punishment and it should be as nearly unbearable as the standards of the time will permit. But the standards of our time are changing very rapidly in this respect, and during the last fifty years the idea has gained ground that if a prison cannot serve as a place of reform, as well as of detention and punishment, it is not worth maintaining. The old notion of justice as a system of revenge instituted by society for its own protection is being changed. Some of the experiments designed to make prisons more humane and perhaps more truly useful have not worked; some of the findings of modern psychology, applied piecemeal to prison reform, have looked silly.

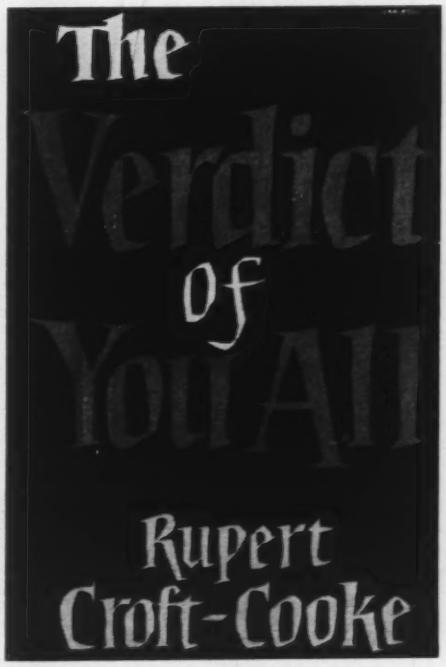
A majority of people still think that a prison should be as unpleasant as possible, and do not want to hear details. But a revolution in our concept of justice, and in our attitude toward criminals, is in progress, and though it is too early to guess how it will end (for such a revolution will take a couple of centuries at the very least) we may hope for better prisons at last, in which something may be done to reclaim the reclaimable.

These reflections arise from a reading of *The Verdict of You All* by Rupert Croft-Cooke. His name will be known to some readers as a writer of novels and autobiographical books of a somewhat romantic kind. In the summer of 1953 he was arrested and charged with an act of gross indecency with a naval cook who was a weekend visitor to his home. He says that he was not guilty. The cook was an erratic lad who, after leaving Croft-Cooke's house, got into some trouble for assaulting a road-mender; in order to save his skin, he turned Queen's evidence against his overnight host, and a charge was laid.

Croft-Cooke complains that he was victimized by a local policeman because his unusual way of living gave offence in the rural district in which he lived; he had many guests of a kind not common in country villages — gypsies, Indians, artists, politicians and such colorful folk — but his home, though merry, was not a centre of loose living. This is the author's account of his arrest, and I see no reason to doubt it. In a word, he was framed by a boy he tried to help.

Croft-Cooke was tried and sentenced to nine months in prison. He was sent to Wormwood Scrubs. This happened at the time when Sir David Maxwell Fyfe, at that time Home Secretary, was engaged in a crusade against homosexuality; some of his successes, if that is what they were, received attention in Canadian papers. Sir David was also zealous in putting down obscene literature, and made things hot for a few publishers who had brought out books which had already been published, and received with critical favor, in the U.S.A. These spells of moral fervor occur from time to time in Britain, and some readers will recall the regime of Joynson-Hicks, in which similar crusades were pursued.

Croft-Cooke, saying that he is not himself a homosexual, puts forward with eloquence and reason a point of view which is gaining favor: that the conduct of homosexuals, so long as it gives no public scandal and involves no minors or reluctant persons, is nobody's business but their own. It is only in the Commonwealth and the U.S.A. that such variations from ordinary sex conduct are grounds for criminal prosecution.



Jacket Design

If I were a judge, I would do all that lay in my power to avoid sending an author to jail. He is certain to write a book about it. If it is an angry, self-pitying, biased book, it will be a nuisance. But if it is a well-reasoned book, which adduces facts and appeals to the reader as a temperate record, it is likely to be a dangerous book. Of course, if a judge knows for a certainty that the jail to which he sends the erring author is well-conducted, he need have no fear. But how many judges have ever been in jail? They are not to be understood by the occasional distinguished visitor.

Wormwood Scrubs, as described by Croft-Cooke, is an old building with virtually no heat and insufficient plumbing. The food is bad. The staff, with some honorable exceptions, range from the indifferent to the sadistic and the subnormal. There is entertainment for the prisoners, but it is hampered by silly rules; for instance, two acts of a play may be given, but not three, so that the prisoners never know how it ends. There is a library, but the books are poor and the system is so idiotic that a prisoner has a very bad chance of getting any book he may choose from the catalogue.

The prisoners are mingled so that professional burglars, amateur burglars, defaulting treasurers, offenders against the export laws, sexual offenders of all kinds, murderers and criminals so dull of wit as to be clearly insane, are all thrown together. Arrangements for writing home are poor, and Croft-Cooke says that this causes great distress, as many of the men are trying to patch up a badly damaged home life. The chaplains are either indifferent or defeated by their task, and see as little of the men as possible. The prison officials are in some cases trying to do a difficult job in hopelessly inadequate quarters.

The story of Croft-Cooke's notebooks is a case in point. Prisoners are supposed to have all the notebooks they want, and are free to write what they like in prison, so long as they do not write about prison life. But this seemingly generous provision breaks down in the case of a professional author.

Croft-Cooke, during the six months he served, filled twenty-four notebooks with a novel. But this came under the heading of working at his accustomed profession while in jail, and doing so for gain, so there was quite a bit of bother about allowing him to take his books with him when he left. Further, he made

du MAURIER
EXCLUSIVE
FILTER TIP

brings you
EXTRA MILDNESS...
RICHER FLAVOUR...
today's finest
smoking pleasure

du MAURIER
ENJOYED THROUGHOUT THE WORLD
A Really Milder High Grade Virginia Cigarette

MEET AN OLD FRIEND... That *great ale of England called Bass*. No casual refreshment this, but the ripe naturally matured ale of a strong-hearted people, slow and costly in its brewing... rich in bodily contentment.

Bass

The ale with an ancestry

BREWED AT BURTON-ON-TRENT
SINCE 1777

55-1A

Available at Liquor Control Board Stores across Canada

Sir David Maxwell Fyfe: Crusader.

no secret of his intention to write a book about prison life when he was free, and this alarmed the governor of Wormwood Scrubs so much that he got his troublesome prisoner transferred to Brixton. But Brixton was so crowded that prisoners were put three in a cell, and ordinary regulations could not be carried out. So Croft-Cooke let it be known that he meant to write a book about such things, and in no time at all the governor of Brixton had shifted him back to Wormwood Scrubs.

Croft-Cooke describes many of his fellow prisoners in detail, and gives the best picture of what a prison is like, and what men are like in prison that I have read. He is angry, and he is strong in self-justification, but he does not shout in print. He makes clear what we too often forget — that conviction and jail do not change men utterly, and that snobbery, and charm, and courage and stupidity, and boringness and even honor, all persist behind the bars.

Perhaps the strangest incident in the book concerns the letter he received from the War Office, demanding the return of his six war decorations. As though, he says, he had not earned them. But in Britain, more and more, honors of all kinds are becoming Good Conduct Prizes, rather than acknowledgements of special abilities.

Has this book any application in Canada? Not, I hope, in detail, but there are some wretched jails in this country, as anyone who reads the newspapers knows. As a fascinating and well-written story, the book is its own justification, and it marks another move in that revolution of our idea of justice and reform which is in slow, but perceptible progress.

The Verdict Of You All, by Rupert Croft-Cooke — pp. 254 — *Secker & Warburg, British Book Service—$3.25.*

Films

Purely Coincidental

by Mary Lowrey Ross

There was once a girl named Ruth Etting who came from the farm to the big city. Ruth had ambition, a voice, and a way with a radio microphone, a novelty of the period. She also had a way with Moe Snyder, a Chicago gangster who was also one of the novelties of the period. Moe, or The Gimp as he was sometimes called, promoted Ruth's career, and presently, in the idiom of the Twenties, became stuck on her. So they were married and it turned out to be an embarrassing union, since it was Moe's idea that the best way to handle a contract was to beat up any of the contracting parties who questioned his proprietary rights in Miss Etting. Their story made a tabloid holiday, particularly when it finally exploded in divorce, followed by The Gimp's shooting of the pianist whom he suspected of too much interest in Mrs. Snyder.

Well, the screen has now come up with a picture entitled *Love Me or Leave Me,* and it is about a girl named Ruth Etting who came up to the city and made a name for herself through the help of Moe, or Martie Snyder, a character known to the underworld as The Gimp. This pair marry, too, and their marriage ends in divorce and a shooting. The characters in *Love Me or Leave Me* are presented as fictional, however, so that any similarity between the names Ruth Etting and Ruth Etting (not to mention Moe Snyder and Martie Snyder) must be taken as coincidental. To confuse things still further, the screen-writers have changed the name of the unfortunate pianist to Johnny; so some attempt at least has been made to disguise the original story.

Doris Day and James Cagney

Ruth Etting's story undoubtedly offered problems. The heroine, for instance, must be presented as a nice girl, quite capable of delivering the formal brush-off of the period (I am a lady, and I thought you were a gentleman) and meaning it from the bottom of her girlish heart. This is the way she is played by Doris Day in her dealings with The Gimp, and the characterization may strike you as curiously incomplete. Even a rabbit confronted by a boa constrictor knows exactly what the boa constrictor has in mind.

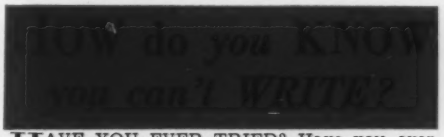
However, Doris Day is there for her singing, and in this department at least she hasn't been neglected. Most of the songs of the Twenties seem to have been included in *Love Me or Leave Me.* The producers have even gone back beyond the Twenties and thrown in that fine old number "You Made Me Love You", the original, if anachronistic, parody of every torch-song that has been written since.

Even if the songs of the Twenties don't stir you, James Cagney's performance as Martie Snyder may make *Love Me or Leave Me* worth your while. Actor Cagney hasn't allowed the years to slow him down and in his latest film he is as nimble and tense as ever. As the exacerbated Martie, confronted by womanly reserves of gentility that he is unable to fathom, he is both spectacular and funny. One of the best Cagney scenes in years takes place when he is faced by wifely sympathy during a term in jail. "Makes me feel like a boy again," snorts Martie.

NORMAN WISDOM, the newly arrived British comedian, has the plain eager face of an obliging British bank clerk, and this, together with an endless willingness to please in any situation, seems to comprise his equipment as a comedian. In *One Good Turn* he is cast as a handy-man in an English orphanage and his solicitude for the orphans leads him into a number of situations that could hardly have been created outside the British Isles. Most of them are universally funny, however, and I think you will enjoy watching him bring chaos out of frozen order in an English railway coach, and his entrance, after losing his trousers, in the Brighton-to-London walking tournament.

AIRCRAFT WORKER THANKS N.I.A. FOR WRITING SUCCESS

"A few months ago the Aircraft Factory in which I worked introduced a monthly magazine. Today my work consists entirely of gathering material and writing stories for the Journal. The N.I.A. Course has proved to me its advantages to aspiring writers". — R. Q. Marsh, 3921 Cool St., Verdun, Quebec, Canada.



HAVE YOU EVER TRIED? Have you ever attempted even the least bit of training, under competent guidance?

Or have you been sitting back, as it is so easy to do, waiting for the day to come when you will awaken, all of a sudden, to the discovery, "I am a writer"?

If the latter course is the one of your choosing, you probably **never will write.** Lawyers must be law clerks. Doctors must be internes. Engineers must be draftsmen. We all know that, in our time, the egg does come before the chicken.

It is seldom that anyone becomes a writer until he (or she) has been writing for some time. That is why so many authors and writers spring up out of the newspaper business. The day-to-day necessity of writing—of gathering material about which to write—develops their talent, their insight, their background and their confidence as nothing else could.

That is why the Newspaper Institute of America bases its writing instruction on journalism—continuous writing—the training that has produced so many successful authors.

Learn to write by writing

Newspaper Institute training is based on the New York Copy Desk Method. It starts and keeps you writing in your own home, on your own time. Week by week you receive actual assignments, just as if you were right at work on a great metropolitan daily. Your writing is **individually** corrected and constructively criticized. Thoroughly experienced, practical, active writers are responsible for this instruction. Under such sympathetic guidance you will find that (instead of vainly trying to copy someone else's writing tricks) you are rapidly developing your own distinctive, self-flavored style — undergoing an experience that has a thrill to it and which at the same time develops in you the power to make your feelings articulate.

Many people who **should** be writing become awestruck by fabulous stories about millionaire authors and, therefore, give little thought to the $25, $50 and $100 or more that can often be earned for material that takes little time to write — stories, articles on business, hobbies, travels, sports, news items, local, church and club activities, etc. — things that can easily be turned out in leisure hours, and often on the impulse of the moment.

Free

Newspaper Institute of America, One Park Ave., New York 16, N.Y., U.S.A.

Send me, without cost or obligation, your FREE *Writing Aptitude Test* and further information about writing for profit, as promised in Saturday Night, July 9, 1955.

Mr. / Mrs. / Miss .....

Address .....

(All correspondence confidential. No salesman will call on you.) 98-L-365

Copyright 1955, Newspaper Institute of America

emba autumn haze

the proudest word for mink: emba

EMBA* is recognized everywhere as the royal-family name of the world's finest mutation mink. A pride among the proud is the subtle-toned natural brown mutation exposed in a jacket and stole that show how it adapts to any design to embody any fashionable's dream of luxury. The magnificent mutation pictured is trade-marked with its own distinctive brand, EMBA Autumn Haze* —three words to have on the tip of your tongue when you want to name the caliber of mutation next your own.

Each of the superb six is scientifically bred to meet strict standards of excellence. The EMBA* trade-mark means that the mutation mink bearing it has been judged by finicky experts and found wonderful on all counts—consistent colour, density of fur, supple body, silken texture. That is why those who are looking for mutation mink at its best say to their furriers—"Show me nothing but EMBA*."

natural brown mutation mink

Sole rivals to the richness of EMBA Autumn Haze*, the five other beauties in the same royal family of mutation mink: EMBA Argenta*, the natural grey; EMBA Desert Gold*, the natural light brown; EMBA Jasmine*, the natural white; EMBA Cerulean*, the natural blue; EMBA Lutetia*, the natural gunmetal mutation mink.

*TM Mutation Mink Breeders Association

Virginia Thoren

It's sparkling light...

It's dry...

...and bright!

It's CROWN & ANCHOR lager

If you want a gay and cheery
brew that looks brighter, tastes
lighter... and leaves a fresh
clean taste upon the tongue...
try Crown & Anchor Lager Beer.
Chances are you'll agree,
"This *light* beer is the *right* beer for me!"

a product of **MOLSON'S** Brewers since 1786

MOLSON'S
CROWN & ANCHOR BREWERY LIMITED
CROWN
&
ANCHOR
LAGER

Chess Problem

by 'Centaur'

Promoter and secretary of the long defunct Good Companions Chess Problem Club, James F. MaGee, Jr., died in Philadelphia on April 13, aged 89. A kindly gentleman of means, his magnetism served to create a unique fellowship between problemists the world over.

The Good Companions gave little attention to the two-move black Knight tour. The classical example, by G. Heathcote, quoted in the issue of Sept. 19, 1953, has no capture of the Knight in the eight variations. Edward E. Maybee favors us with another attractive rendering in No. 120 below, with just one Knight capture.

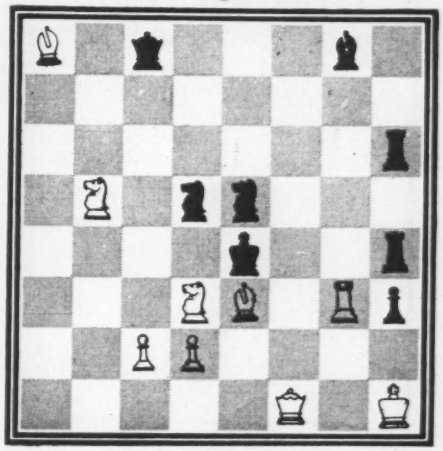
SOLUTION OF PROBLEM NO. 119.

Key-move 1.B-R7, threatening 2.RxP mate. If P-K4; 2.Q-B2 mate. If R-K4; 2.Q-B4 mate. If R-Q5; 2.Q-B3 mate. If QxR; 2.R-Kt3 mate. If Q-Q6; 2.RxQ mate.

The variation P-K4, setting up a half-pin defence by-line play, is a rare theme.

PROBLEM No. 120, by E. E. Maybee.

Black—Eight Pieces.



White—Nine Pieces.

White mates in two.

Well Read? Well, Read!

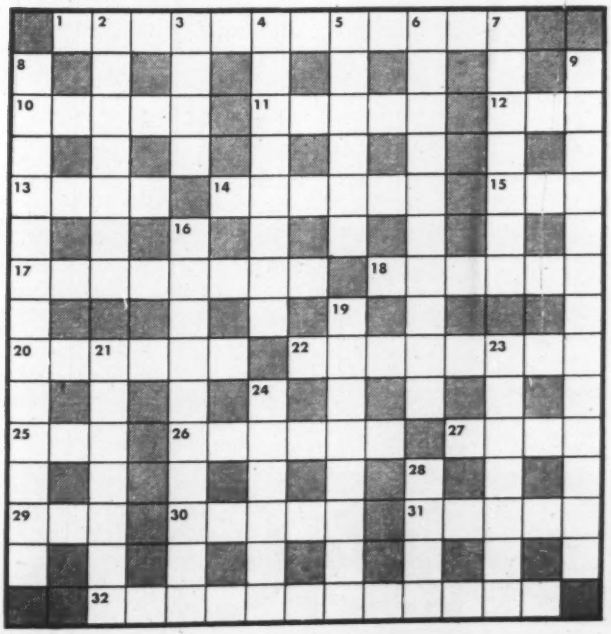
by Louis and Dorothy Crerar

Across

1. But one wouldn't expect "Thou shalt not paint" to be one of her commandments. (7, 5)
10. Haggard writer, but evidently not a pedestrian one. (5)
11. Christopher and Adair both got the bird. (5)
12. Spoil of Samarkand. (3)
13. He brought back aid, and the last letter to reach the 27, 16 first. (4).
14. Ophelia fell from it to her death in "the weeping brook". (6)
15. Out of view? (3)
17. It was one that saved Shadrach, Meshach and Abed-nego. (3, 2, 3)
18. French King takes a month in the autumn as a duty. (6)
20. G.I. must expect cold quarters when he returns to a rebuilt Oslo. (6)
22. Did Hans need disguise to be Maugham's secret agent? (8)
25. Pierre, for instance. (3)
26. Rondos, in one form, may start the blood flowing. (6)
27, 16. Protective covering for the virtucus "ski-nosed" comedian in Africa? (4, 2, 4, 4)
29, 28. Time means nothing when you've wobbly sea-legs. (7)
30. Was Pluto this hunter's dog? (5)
31. A supporter of art. (5)
32. Sound of the CCCCCCC? (3, 5, 4)

Down

2. But everyone with a glow on isn't this! (7)
3. It seems the Royal Navy has to take "no" for an answer from Skuld. (4)
4. Policeman who, as one of the law, followed Achilles? (8)
5. The auto would not be so when dismantled. (6)
6. What Dan chews is a change from these. (10)
7. Ravomas came up to see what's brewing at the Kremlin, perhaps. (7)
8. At university marked by degrees of twenty-four hours? (10, 3)
9. Naturally they're of the first water in spring. (3, 5)
16. See 27.
19. Here E has an unusual appearance. (8)
21. Elia has the warmer half of 24. (7)
23. Neptune no doubt had grave responsibilities here. (4, 3)
24. Anita Loos' Blonde knew how to, as did her namesake. (6)
28. See 29.



SOLUTION TO LAST PUZZLE

Across

1. See 32
3. See 12
5. Spider
11. Bathe
12, 3. In the long run
13. Incur
14. Oilfields
15. Adore
16. Calendar
19. Answered
22. Harry
27. Evergreen
28. Sepia
29. Attendant
30. Stand
31. Enrich
32, 9, 32, 1, 32, 20, 32, 33. The nearer the bone the sweeter the meat

Down

1. Bobbin
2. Noticed
4. Unison
6. Preside
7. Drooled
8. Registry
9. See 32
10. Italian
17. Lacerate
18. Several
20. See 32
21. Eugenic
23. Assist
24. Replace
25. Snatch
26. Pandit

(368)

You want protection against crippling accidents to your power equipment

You can get the best with The Boiler Inspection and Insurance Company insurance because 64 field inspectors backed by the Company's 80 Years' experience devote full time to inspecting boilers and machinery insured with this company.

See your Agent or Broker

Estab. 1875 3-5

The BOILER INSPECTION and INSURANCE COMPANY of Canada

Montreal Toronto

SPECIALISTS in power plant insurance

BY APPOINTMENT SCOTCH WHISKY DISTILLERS TO THE LATE KING GEORGE VI WM. SANDERSON & SON LTD. LEITH

'Quality Tells'

VAT 69

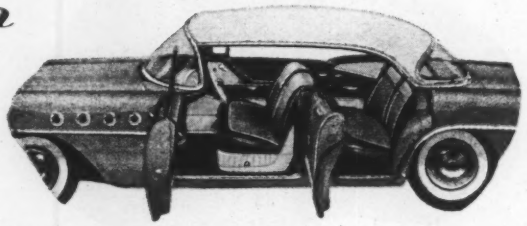
Finest SCOTCH WHISKY

BOTTLED IN SCOTLAND

A GENERAL MOTORS VALUE

We expected applause – but we got an ovation

with the 4-Door Riviera



FROM the day the first of the 1955 Buicks took shape and form and life, we knew they were good, and destined for success. For these were cars styled with bold distinction—built with exacting care and integrity—engineered to outperform every line of Buicks before them.

But what has happened—and continues to happen in ever-increasing degrees—is something beyond all expectation. The welcome these 1955 Buicks are getting is a *thunderous* ovation!

It's no wonder—when you consider that this is the car so many folks have been asking for.

A *true* hardtop, with the sleek and racy look of a sporty Convertible—plus the steel-roofed safety of stout metal overhead—*plus the complete absence of centre door posts above the window line to give you a wholly unobstructed view at both sides.*

And a *true* Sedan at the same time—with separate doors to the rear compartment—*and with rear-compartment legroom and headroom as generous as you could wish!*

It's a buy on every count—in the low-priced Buick SPECIAL Series, and in the high-horsepower-per-dollar Buick CENTURY Series. And with it you get great new V8 power, plus the gas-saving economy and thrills of Variable Pitch Dynaflow* Automatic Transmission.

See your Buick dealer this week about the new hit in hardtops—the car that's setting a whole new trend for the industry to follow.

**Dynaflow Drive is standard on Roadmaster, optional at extra cost on other Series.*

Thrill of the year is Buick

Sports

Men and Elephants I Have Known

by Jim Coleman

Scratch a sports editor and you're likely to discover a frustrated ex-barber, a sign painter or a mortician. For instance, we know a famous sports editor who once was a budding tonsorial expert; we know another who lettered signs as an apprentice and we know yet another who started out in the underground novelty line. Unhappily, the last-named gentleman flunked out—he couldn't pass the formaldehyde.

Typical of the breed is little Thomas "Scotty" Melville who performs a fine job in turning out the sports pages of the estimable *Regina Leader-Post*. Melville was born in the Orkney Islands. We have known others who were born in Minsk, Paducah, Ky., and even Saskatoon.

Mr. Melville arrived in Winnipeg in the depths of the depression of the early Thirties. He began his business career as an apprentice to a sign-writer. He started off in humble circumstances, lettering signs such as "Men" and "Ladies".

Many residents of Winnipeg, in those days, were suffering from the Miss-Meal Cramps. Hunger has a strange effect upon the human imagination and, one evening while he was walking down Portage Avenue, pondering whether he would spend his dime on a frankfurter and coffee or watch a fifth-run showing of *The Birth of a Nation*, Melville's mind was illuminated by a brilliant idea.

He had heard that old legend of the secret burial-place of elephants in Africa. As old elephants feel death reaching out for them, instinct leads their faltering steps to this burial ground where they lie down, roll over on their backs and die.

Melville reasoned that, if he could persuade a dying elephant to lead him to the secret burial ground, he would find enough ivory to keep him in luxury all his life.

There were several difficulties. Melville didn't know where to find an elderly and ailing elephant and, even if he found one, he didn't have enough money to make a down-payment.

So, hunger drove him to the typewriter and he wrote his story with himself as the protagonist.

The story, as Scotty wrote it, was that he found a circus stranded in Portage La Prairie. The star aerialist had just run away with the owner's wife; the feed company had ordered the animals impounded until the bills were paid and the starving performers were attempting to obtain jobs on the neighboring farms. The lions were pulling binders in tandem and the sword-swallower was pearl-diving in a local Chinese restaurant.

It was with no difficulty that Scotty persuaded the feed company to part with Otis, the circus elephant. Otis was eating the feed company into bankruptcy. Melville loaded the elephant into a box-car, shipped him to Montreal and then the two of them boarded a Belgian freighter which would dock at Freetown.

With Machiavellian cunning, Melville took along bales of fine-cut tobacco. Otis had developed duodenal ulcers during his circus career and Scotty reasoned that a diet of fine-cut tobacco would hasten the elephant's demise. By the time they docked in Freetown, Otis was whimpering for bicarbonate of soda.

Melville loaded his fine-cut tobacco and

Sports editors (back row, left to right): Thomas "Scotty" Melville, Regina; Bill Ledwell, Charlottetown; Tony Allen, Winnipeg; (front row, left to right) Elmer Ferguson, Montreal; Ace Foley, Halifax; Malcolm MacGowan, Fredericton.

A MAN'S ale

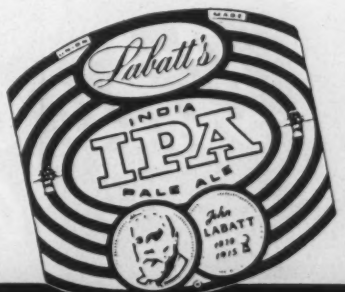
"A job like mine takes it out of you"

with BODY in it

"But Labatt's IPA puts it right back in," *says Francis Wadden, Toronto, Ontario*

Feel an urge for a real *man's* ale . . . an ale with *real* body and flavour to it? Then reach for a tall tangy glass of Labatt's IPA. Try it and see why so many men satisfy a man-size taste in ales with IPA. Francis Wadden has found the answer to his man-size thirst. His ale is Labatt's IPA. Make it yours, too.

Find out about IPA . . . *the ale that satisfies the man in you!* Try IPA in your favourite hotel or tavern, or when ordering ale for your home. Start enjoying the ale with body . . . flavour . . . *ZEST!* The man's ale—IPA!



The swing is definitely to

LABATT'S

Purchasers and Distributors of Government, Municipal and Corporation Securities

Enquiries Invited

A. E. Ames & Co.
Limited

Business Established 1889

TORONTO MONTREAL WINNIPEG VANCOUVER VICTORIA CALGARY
LONDON OTTAWA HAMILTON KITCHENER OWEN SOUND
ST. CATHARINES QUEBEC NEW YORK BOSTON LONDON, ENG.

By Appointment
Gin Distillers
To the Late King George VI
Tanqueray, Gordon & Co. Ltd.

there's no gin like Gordon's

IMPORTED FROM LONDON, ENGLAND
AVAILABLE IN VARIOUS BOTTLE SIZES

T5K

himself on Otis's back and they started off across Africa, guided by Otis's instincts.

Day after day, they continued their funereal trip. They were attacked by tse-tse flies, jackals and migraine headaches. There were times when the doughty Melville almost abandoned the trek but he was goaded by his lust for ivory.

By this time, Otis was travelling in a trance. He gobbled up his portions of fine-cut tobacco and pressed on. He could hear the ghosts of his forefathers calling.

It was about noon one day that Melville felt Otis lurch beneath him. The old elephant took a few more tottering steps and fell over, stone dead. Melville looked around him, expecting to find himself surrounded by ivory.

Melville burst into tears — instead of finding himself in the secret burial grounds of the elephants, he found himself on the docks of Durban on the south-east coast of Africa. It was then and only then that he discovered his terrible error. When he hooked up with Otis, he had gone into partnership with an Indian elephant rather than an African elephant. Otis, game to the core, had carried Melville all the way across Africa, attempting to get home to his proper burial grounds in India.

It is a matter of fact that Melville received $9 from a Winnipeg publishing firm to which he offered this masterpiece. But his literary effort had one other beneficial result — the *Winnipeg Free Press* offered him a job and soon he was transferred to Regina. He hasn't been able to get away since, apart from the period when he was in the Army and then his years as an enforced guest of the Nazis after his capture at Dieppe.

The story had a sequel. Some years later, Scotty was stuck for a subject for his daily sports column and he recounted his adventures with Otis. Two days later, he received the following letter from Shaunavon, Sask.:

"Dear Mr. Melville: You are a dolt. If you had examined your elephant's feet, you would have realized that he was an Indian elephant. African elephants have three toes while Indian elephants have four toes.

Signed: Horace Smithers (Grade Eight)."

Taking such a rebuke in his stride, Scotty sat down and wrote as follows:

"Dear Horace Smithers: You overlook the obvious fact that Otis was an old circus elephant. For many years he had been pounding the pavements in circus parades. He had walked so many miles along city streets that his arches had collapsed completely. Consequently, he wore stout boots and I never had an opportunity to count his toes."

And that, kiddies, is how Thomas "Scotty" Melville became a wealthy and successful sports editor.

Education: A Challenge to Industry

by G. M. Morrison

The financial problem of the university undergraduate is just as important as that of the universities themselves. All too often, young men and women who are promising scholars cannot obtain a university education, because they lack the necessary money. Help should be given them.

One logical place to look for such assistance is the Dominion Government, which collects 77 per cent of Canadian taxes. Just because the British North America Act says that education shall be handled by the Provincial Governments certainly does not mean that the Dominion Government cannot assist. As a matter of fact a precedent already has been created by Dominion Government contributions to all universities on the basis of 50 cents per head of population in the province concerned. There was also the DVA assistance given to veterans at universities after World War II. If the Dominion Government can legally make a small contribution to education, there is nothing in the world to stop it from making a larger one.

Over the last few years our expenditures on defence have been *around* $2,000 million per year. One per cent of this would be $20 million. If this decrease were made and the amount applied to education, would our defence effort suffer? If your income were reduced by one per cent would your standard of living suffer? The amount which the Dominion Government gave as grants to the universities last year was $5,280,500. If we add all assistance in youth training schemes, scholarships, etc., the total was just over $11 million. If another $20 million were added to that, something substantial could be achieved.

One other logical source of assistance would be Canadian employers. They are the people who should be, but up to now have not been, paying a great deal of attention to this problem.

At the present time, hundreds of Canadian employers conduct recruiting campaigns on the campuses of our Canadian universities. It used to be that they would visit in March. Then competition increased so they visited in February, then in January, then in December and last autumn a great many made their visits in November.

I have no objection to these recruiting campaigns. They are a good thing, both for the firms concerned and the graduating classes at the universities. My contention is that if they wish to gather the harvest, they should help plant the seed and fertilize the ground.

You may ask how this can be done. The answer is very simple—let these Canadian employers provide scholarships that will assist promising high school graduates to follow through to a university degree. These do not have to be large enough to pay complete university expenses. Most students today count on summer work to help out, but only a small percentage can earn enough in the summer to carry them entirely through the following year. Scholarships of from $300 to $500 per year would probably fill the bill. These firms could also help by grants to the universities concerned equal to the amount of the scholarships.

Payoff to Industry: Engineers plan mountain power tunnel for Kitimat.

I can just picture some executive of a Canadian company reading this and saying "Why, the poor fool, we do that now". That may be true of a few employers, but what is the situation as a whole? I have carefully checked the scholarships offered for undergraduates at all Canadian universities and have itemized all those given by Canadian business firms. It is not feasible in a short article to give the whole score but look at this:

(a) One of Canada's largest universities has 97 scholarships averaging $288 each provided by Canadian firms; the average per firm is $666.

(b) Another large university has 18 such scholarships averaging $351 each. (In fairness, it should be stated that two firms also provide full tuition for children of employees and apprentices in addition to the 18 mentioned.)

(c) One-medium sized university has 21 "business" scholarships averaging $260 each.

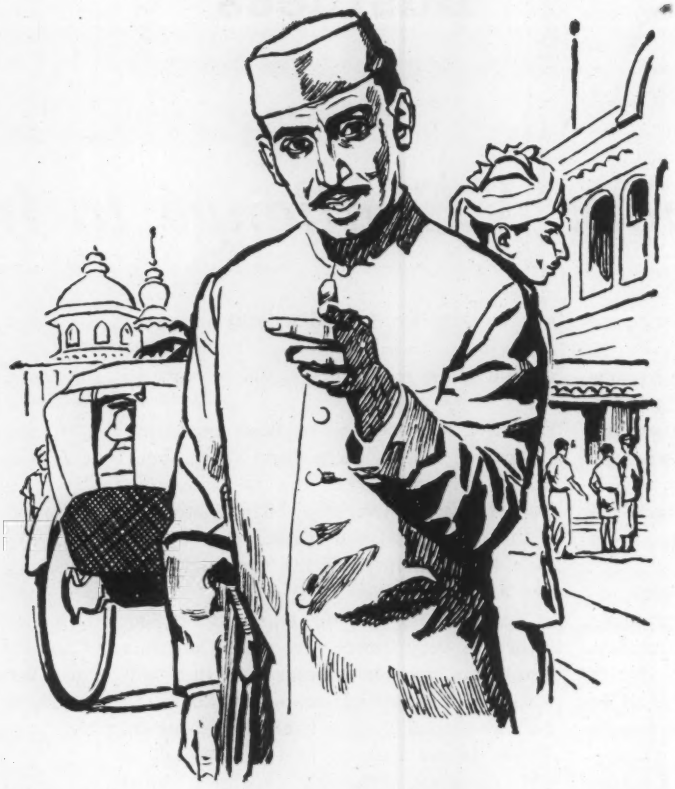
(d) Another medium-sized university has 53 scholarships averaging $248 provided by Canadian firms.

(e) A small university has 5 similar scholarships, but because they are given only every third year they average a little over $200 per year for the lot.

(f) A small university (one of the best engineering schools in the country) has no scholarships at all provided by Canadian firms.

All of the above notes refer to scholarships provided by Canadian business for undergraduates. Many companies, as well as the National Research Council and other government bodies, provide scholarships or fellowships for post-graduate work. It should be plain to everybody that if we do not obtain the quantity and quality of university graduates we need, it is rather a fruitless gesture to offer assistance for post-graduate work. The proof of this is that many of the fellowships offered for post-graduate work are not presented every year.

The undergraduate situation becomes less attractive when we note what assistance is being given to universities and



Understand Hindustani?

Language is only one of the difficulties faced by Canadians who buy and sell in foreign markets. Currencies, exchange and trade regulations—payments and collections—market information—locating sales representatives abroad—all call for prompt, efficient handling over long distances.

The chartered banks are an essential part of this whole trade picture. Through their foreign branches, agents and representatives they provide permanent, on-the-spot contact in commercial centres around the world.

Facilitating the flow of international trade is only part of the work carried on every day by the chartered banks of Canada. Your local branch is a convenient banking service-centre where you can obtain expert help on money matters large and small.

Only a chartered bank offers a full range of banking services, including:

CURRENT ACCOUNTS
For individuals and companies who pay by cheque; your cancelled cheques serve as receipts.

MORTGAGE LOANS
For building your home under the terms of the National Housing Act.

SAFETY DEPOSIT BOXES
Keep your important papers and other valuables safe, yet readily accessible.

BANKING BY MAIL
Convenient, and saves time. All your routine banking can be handled in this way.

THE CHARTERED BANKS SERVING YOUR COMMUNITY

university students in the U.S.A. This problem is recognized in the U.S.A. and big business firms there are helping to solve it.

In November, 1953, a two day Industry-College Conference was held in White Sulphur Springs, W Va. The theme of this conference was "The Mutuality of Education and Business". This conference came to the conclusion that "the objectives of education and industry are identical; both are interested in good citizenship, in serving society, in a better life". The consensus of opinion was that business aid to colleges would pay dividends. The upshot of the conference was "that business and education, long reluctant travelling companions, have suddenly discovered they have a common ground and that both stand to gain through closer friendlier relations". We have need of such a feeling on the part of Canadian business.

Let us look at a few of the ways in which business in the U.S.A. assists universities, especially the assistance to students:

In 1951 the Ford Co. provided an annual program of 70 scholarships for children of employees, plus $500 for each to the college attended.

In the last three years the Gulf, Mobile and Ohio R.R. has given more than $185,000 to private colleges along its route.

Du Pont is giving grants to 50 colleges every year. The total this year is $800,000.

Radio Corp. of America is this year giving 26 scholarships at $800 each.

Last year Standard Oil of NJ gave $500,000, spread over 138 colleges.

Union Carbide provides 400 scholarships among 45 colleges totalling $500,000 with an accompanying $100 yearly allowance towards the expenses of each student's faculty adviser, and a $500 grant to the campus of the student's choice. (This is a well thought out scheme which is of real help to university education.)

Standard Oil of Indiana in 1954 gave $350,000 in undergraduate scholarships and matched each scholarship with an equal gift to the university attended.

In 1955, in all types of grants to assist university education, General Electric is giving substantially more than $1 million.

General Motors this year will give a total of $4.5 million consisting of scholarships, plus matching gifts to the universities concerned. In all, 306 campuses will benefit from this scheme.

Eastman Kodak announced late in April this year $100,000 for 34 scholarships.

Westinghouse announced in March this year that they would give $5 million in annual aid to colleges and universities.

Armstrong Cork gives a number of scholarships of $2200 each with an additional $1000 in each case to the college concerned.

U.S. Steel last year gave $700,000 in unrestricted gifts to different universities.

Bethlehem Steel last year gave $321,000 to universities where they had recruited graduates. The colleges concerned received $3,000, for each one of their graduates hired.

The attitude of these firms is well illustrated by Harlow Curtice, president of General Motors, who in January of this year said, "It is not too much to say that the future of our nation — even its very survival — is in the hands of our institutions of higher learning".

In the United Kingdom 73 per cent of the university students receive assistance of some description. At Oxford and Cambridge more than 80 per cent of the students hold scholarships. In Canada the comparable percentage is about 14.

On March 17 this year General Motors of Canada announced a scholarship fund of $150,000 for 100 students. However, this is only one firm and in Canada there is far, far too little of such assistance.

It is a big problem but one thing that would go a long way to help solve it would be more assistance from Canadian industry. The assistance now given is infinitesimal. The trouble is Canadian industry looks on such contributions as an expense. In reality they constitute an investment on which they can collect their returns in the form of the graduates they need every year.

At a recent meeting of the Canadian Aeronautical Institute in Toronto, Professor G. N. Patterson, head of the University of Toronto's Department of Aeronautical Engineering, put it up to employers in a really down to earth way and in few words: "You give us the dough, we'll do the job. If you want more graduates, we need more money."

There is the distinct challenge to Canadian employers.

William A. Wecker: Scholarships for 100 students from GM of Canada.

GIANT YELLOWKNIFE
GOLD MINES LIMITED

INTERIM DIVIDEND NO. 5

At the meeting of the Board of Directors of Giant Yellowknife Gold Mines Limited, held June 15, 1955, an interim dividend of fifteen cents a share was declared payable in Canadian funds on July 28, 1955, to shareholders of record June 28th. In arriving at this decision the Board took into account the effect of the reduction in the Emergency Gold Mining Assistance legislation recently enacted and the anticipated capital expenditures to be made totalling $750,000 for (1) the installation of the cyanide plant for treatment of flotation tailings and (2) for metallurgical research. This, it is anticipated, will point the way for a material improvement in recovery and earnings.

A. C. CALLOW,
Secretary.

Toronto, Ontario,
June 15, 1955.

FOREIGN INSURANCE COMPANIES ACT 1932

Certificate of Registry No. C-1580 has been issued authorizing the Aktieselskabet Nordisk Gjenforsikrings Selskab of Copenhagen, Denmark, to transact in Canada the business of Weather Insurance, limited to the insurance of the same property as is insured under a policy of fire insurance of the Company, in addition to Fire Insurance, Inland Transportation Insurance, Personal Property Insurance, Real Property Insurance and, in addition thereto, Civil Commotion Insurance, Earthquake Insurance, Falling Aircraft Insurance, Hail Insurance, Impact by Vehicles Insurance, Limited or Inherent Explosion Insurance, Sprinkler Leakage Insurance, Water Damage Insurance and Windstorm Insurance, limited to the insurance of the same property as is insured under a policy of fire insurance of the company, for which it is already registered, limited to the business of reinsurance only, on the condition that if in the transaction of its business in Canada the company uses an anglicized name, that name shall be "THE NORDISK REINSURANCE COMPANY, LIMITED".

Canadian and British Insurance Companies Act 1932

Certificate of Registry No. C-1582 has been issued authorizing The Victory Insurance Company Limited of London, England, to transact in Canada the business of Weather Insurance, limited to the insurance of the same property as is insured under a policy of fire insurance of the company, in addition to Fire Insurance, Accident Insurance, Automobile Insurance, Explosion Insurance, Inland Transportation Insurance, Personal Property Insurance, Plate Glass Insurance, Real Property Insurance, Sickness Insurance, Sprinkler Leakage Insurance, Theft Insurance, Windstorm Insurance and in addition thereto, Earthquake Insurance, Falling Aircraft Insurance, Hail Insurance, Impact by Vehicles Insurance and Water Damage Insurance, limited to the insurance of the same property as is insured under a policy of fire insurance of the company, for which it is already registered.

IMPERIAL BANK OF CANADA

DIVIDEND No. 260

Notice is hereby given that a Dividend of Thirty Cents (30c) per share has been declared for the quarter ending 30th July, 1955, payable at the Head Office and Branches on and after Monday, the 1st day of August next to shareholders of record of 30th June, 1955, shares subscribed for but not fully paid for at the close of business on 30th day of June, 1955, to rank for the purpose of the said dividend to the extent of the payments then made on the said shares.

By order of the Board.

JOHN S. PROCTOR
General Manager.

Toronto, 8th June, 1955.

IMPERIAL
"the bank that service built"

For

√ **Growth of Income**
√ **Capital Appreciation**
√ **Income Tax Credit**

Invest in
CANADIAN INVESTMENT FUND

Gives you a proportionate interest in 70-80 first-class investments.

Phone or write for information

A. F. Francis & Company Limited
MEMBER OF THE INVESTMENT DEALERS' ASSOCIATION OF CANADA
66 King St. W. TORONTO EMpire 3-0138
Pigott Bldg. HAMILTON JAckson 7-9263

Ask your investment Dealer or Broker for prospectus.

CALVIN BULLOCK
Ltd.

Gold & Dross

Temagami Mining

I bought Temagami Mining Co., shares at $1.95 last January and they immediately started to drop, although they have recovered some of the loss since. What are the prospects of the price going back to $1.95? —R. F., Vancouver.

Pretty good. This copper property is part of the Frobisher mining organization—one of the top-notch mine development groups in the country. Frobisher's president recently disclosed that the company is drawing up production plans for the Temagami operation. Apparenty these plans hinged on financing arrangements for another Frobisher arm—Quebec Metallurgical Industries. This financing has been arranged and the green light has been given Temagami. Watch it closely and keep alert for more definite details on plans.

Hudson Bay Mining

Please advise me on the wisdom of investing a large portion of my savings in Hudson Bay Mining & Smelting as an investment only.—H. D., Verdun, Que.

Hudson Bay Mining and Smelting is a leading base metal producer in Canada. It mines and treats complex copper-zinc ores at Flin Flon, Manitoba, and conducts searches for new mines. Along with other base metal producers, it has been reaping the benefits of strong markets for its products.

In the first quarter of this year its profits showed a substantial jump over last year's earnings. Net amounted to almost $4.6 million, equal to about $1.66 a common share, compared with $2.5 million or 93 cents a share in the same period last year.

In 1954, profits were up at $12.8 million or $4.66 a share from $11.4 million or $4.15 a share. Dividends are paid at the rate of $4 annually, indicating a yield of almost 6½ per cent at current market prices of about $62. The shares are up considerably from a low of $51.25 earlier this year and are at the highest levels since 1952.

With the outlook relatively bright for continued strong demand for its products, Hudson Bay appears to offer a fairly attractive outlet for an investment in our natural resources. However, the influence of world markets for its products must be watched closely. There have been suggestions that copper prices particularly may be out of line with conditions. For the long-term, continued strong demand can be expected.

The **LONG** *drink from* **ENGLAND**

Some 100 years ago the bartender of Pimm's Restaurant of London invented a tall drink which he called Pimm's Cup. To this day, the formula for this delectable gin drink is still a secret. Try it — it's the coolest, most refreshing long-iced gin drink you ever tasted.

Send for free recipe booklet to P.O. Box 308, station B, Montreal.

PIMM'S No. 1 CUP
also **PIMM'S No. 5 Cup** (Rye Base)

Produced in Canada under direct supervision of Pimm's Ltd.

STORE FOR LEASE

LONDON, ONTARIO

Choice retail district, near Simpsons 25' 6" x 123' full basement, rear entrance, suitable any business. Available immediately.

Phone London 4-6490 or write Box 268, Saturday Night, Toronto

PRESTON EAST DOME MINES, LIMITED
(No Personal Liability)

DIVIDEND No. 54

Notice is hereby given that a half-yearly dividend of Four Cents (4c) per share has been declared on the issued Capital Stock of the Company, payable in Canadian funds July 15th, 1955, to shareholders of record at the close of business on the 4th day of July, 1955.

By Order of the Board,
L. I. HALL,
Secretary-Treasurer

Toronto, June 20, 1955.

The question of a "large portion" of your savings in this stock or in any other issue is a touchy one. Spread the risk in line with the money available and your overall investment objective.

Canadian Devonian

Some time ago I wrote you for your advice on Canadian Devonian Petroleums. Your reply "that it had enjoyed its initial market action" and was then "entering into a distribution stage" seems to have been borne out by the price movement of $1.85 *to* $2.00 *and the difficulty encountered above or below these figures. One wonders how long such a distribution period can last and how much good news is needed to develop interest in a company with so many possible drilling sites, along with the potentialities for development of oil.—H. L., Stettler, Alta.*

There are no hard and fast rules for judging the length of time which stock distribution takes or how much good news is needed to develop buyers for a stock. The judgment of stock buyers and sellers is not always a rational thing. Emotions play a powerful part in the stock market. So do personalities. A stock will move more readily because certain people are in the company.

The outlining of mineral deposits by drills has considerable uncertainty about it or speculation would not be profitable. If oil and ore were easy to find, an operator could go to the bank to finance a drilling campaign. But since banks are understandably shy about taking a risk, operators have to go to the public for money.

The procedure in exploration is to outline favorable conditions by work which may take a number of forms. This is followed by detailed drilling, which may or may not outline commercial deposits. The procedure may vary but this is the essential process. Sometimes market moves in stock of one company will be generated by drilling results on nearby properties of other companies.

Cockshutt Farm Equipment

Would you consider Cockshutt Farm Equipment bonds a good investment?—W. F., Ottawa.

Cockshutt Farm Equipment—formerly known as Cockshutt Plow—in common with other farm implement manufacturers, has been having difficult times. The bad weather that hit the prairies is bound to have an adverse effect on sales of farm implements. In the year ended last Oct. 31, Cockshutt sales were down 38 per cent with defence work dropping off considerably. This year, the company sold a defence-work subsidiary — Cockshutt Aircraft.

Like other companies in the field, Cockshutt has been cutting back on operating

Before You Go On Holidays . . .

We suggest that you look over your investment portfolio and see if there is anything requiring attention before you return. Conversion dates, calls for redemption and due dates especially should be checked.

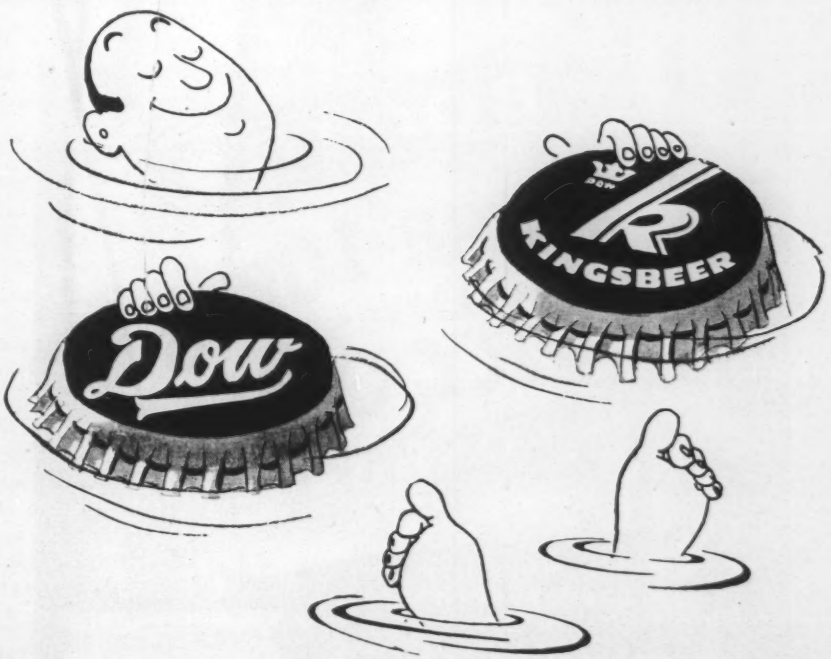
If you haven't the necessary information, send us a list of your securities and we will check them for you.

Upon request, we will also analyze your investment portfolio and have a report ready when you come back. This is one of our complimentary services and we invite you to make use of it.

Wood, Gundy & Company
Limited

Toronto Montreal Winnipeg Vancouver Halifax
Saint John Quebec London, Ont. Hamilton Ottawa
Kitchener Regina Edmonton Calgary Victoria
London, Eng. Chicago New York

BEAT THE HEAT!



CANADA'S FIRST BANK

"MY BANK"
TO 2 MILLION CANADIANS
B of M

BANK OF MONTREAL

WORKING WITH CANADIANS IN EVERY WALK OF LIFE SINCE 1817
AD-103

Clarkson, Gordon & Co.
CHARTERED ACCOUNTANTS

Toronto · Montreal · Hamilton · London
Winnipeg · Regina · Calgary · Vancouver

For a finer Gin and Tonic...

The world famous Dry Gin, recognized everywhere as
Definitely Superior!
By Appointment
Gin Distillers to the late King George VI
Booth's Distilleries Limited
Imported from England

costs in an effort to remain competitive.

One of the biggest difficulties in overseas markets has been continued monetary restrictions. In an effort to improve sales in the U.S., where it sells about 30 per cent of its production, Cockshutt last year took over the business of a former distributor and opened a branch in Kansas City.

Earnings statement for the 1954 fiscal year showed a net loss of almost $2 million compared with a profit of $1.1 million in the previous year, and this loss was after a reduction of more than $500,000 in depreciation. Dividend payments have been suspended.

In view of the obvious difficulties the company has been encountering and the uncertainty of future conditions in the industry, the stock—trading at about $7.50—does not offer attractive investment possibilities. It would appear wise to adopt a "wait-and-see" attitude and let the clouds overhanging the farm implement industry clear away.

Bonds, although they are a lot safer than stock, also entail some risk. To invest in a bond in such a case might be compared to betting that a lame thoroughbred will finish a horse race.

This type of analysis is known as "horse-sense investing".

In Brief

What do you think of Van Roi Consolidated as an investment?—F. C. G., Dollarton.

Van Roi hasn't sold over 15 cents since operations were suspended in 1952. It's hardly an investment!

I hold shares in Kersley Oil and Gas. Can you tell me anything about this company? —E. L., North Bay.

It hasn't been heard from for some time and was last reported as having acreage interests in BC.

I hold shares in Dominion Minerals Development Co., which I bought at 30 cents. These have since gone down to about 11 cents. Do you see any reason for holding any longer, or should I buy at today's market price?—D. Q. S., Winnipeg.

You want more troubles?

I hold shares in Gateway Oil. What are its prospects?— R. P., Windsor, NS.

Mighty few.

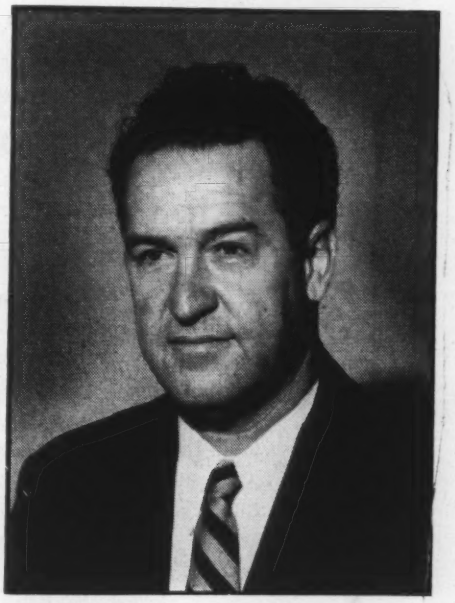
I have a few shares of Cons. East Crest Oil. Would you recommend holding these or should I sell at the prevailing price?— R. H., Ottawa, Ont.

Cons. East Crest had revenues of $305,238 in the latest fiscal year but expenses exceeded this amount by $1,725. Hopes of companies of this calibre are partly dependent upon consolidation of assets with those of other units in the industry and this is what East Crest had in mind.

Who's Who in Business

The New Manager

Last month James H. Goss arrived in Canada to become chief executive of Canadian General Electric Company. He succeeds Harold Turner who, as Chairman of the Board, will be primarily responsible for relations with the Government and public. Mr. Goss will be concerned with streamlining the operations of Canada's largest electrical manufacturer with sales totalling $211 million last year. "We will, of course, be working very closely together." In fact, everyone will be working closely together, for Mr. Goss is an expert on managerial integration and a strong believer in the "free interchange of ideas and information".



James H. Goss

He is a compact, soft-spoken American with black, curly hair and a crinkly smile who looks much younger than his forty-seven years. Graduating from the University of Arkansas as a mechanical engineer, he joined General Electric in 1931 and has stayed with the company ever since. A number of switches within the engineering and manufacturing organization, involving half a dozen changes of location, has given him a broad experience of a diverse industry. Before coming to Canada he was General Manager of the Home Laundry Department at Louisville, Kentucky.

He echoes many of the views on decentralization and managerial efficiency which have been expressed by the President of General Electric, Ralph Cordiner. Mr. Cordiner is opposed to executive committees and assistants and a rigid staff organization. He has written in *How to Increase Executive Effectiveness* that "the chief executive should within a period of not longer than three years after he has accepted his assignment have at least three officers equal or better than himself in performance who could succeed to his position". Mr. Goss has already made a number of staff changes and he will, he says, develop candidates for his own job amongst Canadians.

Mr. Goss is careful to stress that the new set-up is only a recognition of CGE's very rapid growth under Mr: Turner during the last nine years. There are, however, problems of production and of competition—especially from Europe. Great emphasis will be placed on local research, including atomic research, and CGE will probably be represented on the Canadian delegation to the "Atoms-for-Peace" conference in Geneva this summer.

The new head of CGE is married and has a son and daughter. The son is taking an arts course. To Mr. Goss this is not a handicap in modern industry, though he himself has an engineering background. "In fact, though you can't generalize, the broader studies may prove more valuable and enough technical knowledge can be acquired later."

He is considered by his associates to have made human relations his forte. And not only in theory, it seems. A few days after his arrival he made a point of going back to the office to see the night staff. The firm way he talks about developing confidence in people and widening their experience suggests that he will pay more than lip service to these ideas. He wants more two-way traffic in industry across the border—"The only trouble is that we find most Canadians get homesick in the States after a time and return".

Though he has been on vacations here in the past, he does not yet know Canada well and he is aware that some people might prefer to see a Canadian in his job. And it seems characteristic that he freely admits it, for he has an open mind. "'At present, I'm reading up all I can about Canada." He is fond of reading—history, philosophy, "and even poetry". He also likes photography and repairing antique furniture, and for outdoor recreation, he plays golf.

Meanwhile James H. Goss, President of Canadian General Electric will be taking a good look at Canada—and Canadians in business will be seeing something of the new look in top management.

FOREIGN INSURANCE COMPANIES ACT 1932

Certificate of Registry No. C-1581 has been issued authorizing the Christiania Almindelige Forsikrings - Aktieselskap Storebrand of Oslo, Norway, to transact in Canada the business of Weather Insurance, limited to the insurance of the same property as is insured under a policy of fire insurance of the company, in addition to Fire Insurance, Automobile Insurance, Employers' Liability Insurance, Inland Transportation Insurance, Personal Accident Insurance, provided in connection with a policy of automobile insurance insuring against liability for bodily injuries, limited to expenses incurred arising from bodily injuries suffered by driver and passengers and resulting from the ownership or operation of an automobile, Personal Property Insurance, Public Liability Insurance, Real Property Insurance and, in addition thereto, Civil Commotion Insurance, Earthquake Insurance, Falling Aircraft Insurance, Hail Insurance, Impact by Vehicles Insurance, Limited or Inherent Explosion Insurance, Sprinkler Leakage Insurance, Water Damage Insurance and Windstorm Insurance, limited to the insurance of the same property as is insured under a policy of fire insurance of the company, for which it is already registered, on the condition that if in the transaction of its business in Canada the company uses an anglicized name, that name shall be "STOREBRAND INSURANCE COMPANY LIMITED".

FOREIGN INSURANCE COMPANIES ACT 1932

Certificate of Registry No. C-1584 has been issued authorizing the Universal Reinsurance Company Limited of Amsterdam, Holland, to transact in Canada the business of Weather Insurance, limited to the insurance of the same property as is insured under a policy of fire insurance of the company, in addition to Fire Insurance, Automobile Insurance, Employers' Liability Insurance, Inland Transportation Insurance, Personal Accident Insurance, provided in connection with a policy of automobile insurance insuring against liability for bodily injuries, limited to expenses incurred arising from bodily injuries, suffered by driver and passengers and resulting from the ownership or operation of an automobile, Personal Property Insurance, Public Liability Insurance, Real Property Insurance and, in addition thereto, Civil Commotion Insurance, Earthquake Insurance, Falling Aircraft Insurance, Hail Insurance, Impact by Vehicles Insurance, Limited or Inherent Explosion Insurance, Sprinkler Leakage Insurance, Water Damage Insurance and Windstorm Insurance, limited to the insurance of the same property as is insured under a policy of fire insurance of the company, for which it is already registered, limited to the business of reinsurance only.

THE CANADIAN BANK OF COMMERCE

DIVIDEND NO. 274

NOTICE is hereby given that a dividend at the rate of thirty cents per fully-paid share on the outstanding Capital Stock of this Bank has been declared for the quarter ending July 31, 1955, payable at the Bank and its branches on August 1, 1955, to shareholders of record at the close of business on June 30, 1955.

Subscribers to new shares are reminded that they will rank for this dividend only in the proportion that the amount paid upon such new shares at the record date of June 30, 1955, bears to the subscription price of $27.

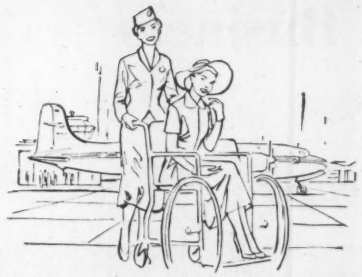
BY ORDER OF THE BOARD

N. J. McKINNON,
General Manager

Toronto, May 27, 1955

"Another kindness was shown me by the steward who served my 5-year-old son's meal early, in order that I might enjoy more quietly my own meal. My son also got his wish to meet the pilot."

— *Passenger Citation*
(Toronto to Vancouver)



"My daughter uses a folding wheel chair and when we came down at Bermuda the stewardess suggested taking Janet out in her chair for some sunshine. We know that this is very unusual service."

— *(U.S.) Passenger Citation*
(Montreal to Barbados)

"One is always a bit worried when three children travel alone for any distance. It is difficult to express the assured feeling it gave me to see the attention given these three children by TCA staff."

— *Passenger Citation*
(Toronto to New York City)

"Alertness and general all-around good fellowship"

"I would like to comment on the splendid personalities and alertness and general all-around good fellowship of the TCA employees with whom I've come in contact. Every step is taken that could make my trip as carefree and enjoyable as possible."

— *Passenger Citation*
(Kapuskasing to Montreal)

Over 460 skilled pilots fly TCA's fleet. More are being trained for the planned programme of fleet expansion.

Veteran TCA pilots' new assignment . . .

. . . bringing turbo-prop era to North America!

Veteran two-million-mile captains went back to "school" to learn the fine points of the Viscount. (They took to the new turbo-prop airliner like a cat takes to cream!)

Air crews, flight personnel, ground and maintenance staffs sat down in their classes to study their new routines. *New* personnel, too, are being trained to serve TCA's expanded fleet, which will increase TCA seat capacity by 25% during 1955.

Of course, the vital spark of TCA service isn't supplied by class-training. That attitude of friendliness and alert desire to serve are things people are *born* with. We only pick them and train them for their specialized jobs of serving you in TCA.

TRANS-CANADA AIR LINES
Passengers • Air Mail • Air Parcel Post • Air Express • Air Freight

Insurance

Costs in Saskatchewan

by William Sclater

Some observations on the Saskatchewan Government automobile insurance scheme, by members of the All-Canada Insurance Federation, reveal what appear to be serious weaknesses in the plan which are worth the careful study of everyone interested in auto insurance.

To begin with, it is clear that a deductible principle is being employed that would not be permitted in any other province or state in North America because it would be deemed to be against the best interests of the public. This is the $200 deductible clause on property damage (damage to the property of others) carried by Saskatchewan's compulsory insurance.

When it is considered that 92 per cent of the volume of automobile liability claims paid in Canada concern property damage, one gets some idea of the importance of this factor. Moreover, the average claim settlement in Ontario last year was $200.

To offset the disadvantages, the Saskatchewan Government offers those who wish it a "Package Policy" which rounds out the coverage and brings it into line with that offered by private companies in other provinces. This coverage appears, at first glance, to cost less than in Ontario.

The reason for the apparent favorable difference to the Saskatchewan scheme is that accident rates and costs are very different in the two provinces. Road conditions are very different. Saskatchewan has a predominance of straight, gravel, little-travelled roads. There are vastly more automobiles operating in Ontario. Saskatchewan's accident rate is 7.6 per 100 vehicles. The Ontario rate is 11.6 per 100 vehicles.

There are other differences. Saskatchewan, with its many older model cars and less costly repairs, has an average cost per accident of $131. The average Ontario cost is $200. For every 100 insured cars in Saskatchewan it costs 7.6 times $131 or $995.60 to pay accident claims. For every 100 insured cars in Ontario it costs 11.6 times $200 or $2,320 to pay accident claims — almost two and a half times as much per car.

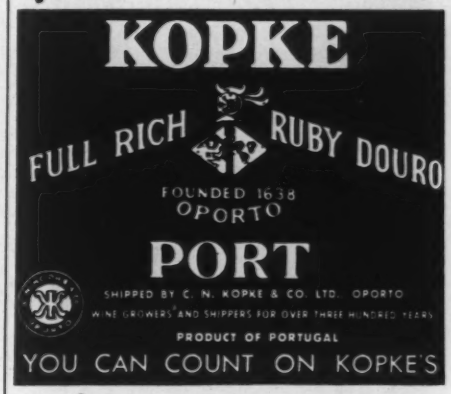
For a minor traffic violation — such as failing to stop at a Stop sign — there is a $10 insurance surcharge in Saskatchewan in addition to the normal fines. For two such offences the surcharge is $25. If a car has two drivers and each has two minor traffic violations recorded against him, then insurance costs jump from $51 to $101.

Despite the fact that 40 to 50 per cent of Saskatchewan cars are laid up each year there is no rebate for the six month's layoff involved.

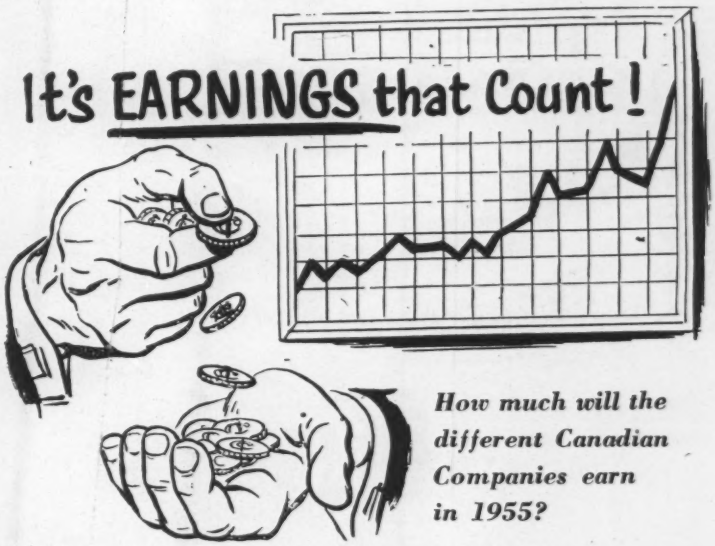
There is no recognition under the Saskatchewan system of the different exposures to accident in the different cases. The only difference in rates in the compulsory insurance is where a small car pays $20, a standard length $25 and a long wheelbase $30.

Any driver who carries private insurance finds that, instead of both insurances being equably assessed, each having part of the same risk, the Saskatchewan law is different. The government insurance only starts to pay when the private insurance coverage is exhausted. Despite that, Saskatchewan residents will buy more than $1 million worth of insurance a year from private insurers.

✻ KOPKE, *the Port with a tradition*



✻ Pronounce it "*cop-key*"



How much will the different Canadian Companies earn in 1955?

TO help investors, Babson's again offer their unique annual feature—

"THE OUTLOOK FOR EARNINGS"

This year, BABSON'S will cover over 100 companies, making a definite forecast of earnings for each one for 1955 and providing, in addition, a short summary of their position and a current opinion. Due largely to the painstaking care and intensive research which goes into this series, results in the past have been remarkably accurate. To our knowledge, this is the only earnings forecast on this scale, which is available to the public.

In the current market, many investors are naturally concerned about taking profits . . . and the accompanying problem of reinvestment. This "Outlook for Earnings" can be invaluable to you in deciding what to sell, what to hold, and what to buy.

To obtain these exclusive, informative studies, simply attach $2 to this advertisement, and return it with your name and address (Please Print) and the bulletins will be sent to you.

BABSON'S CANADIAN REPORTS LIMITED

602 Harbour Commission Building Dept. SN Toronto 1, Ontario

TUSCAN
FINE ENGLISH BONE CHINA
MADE IN ENGLAND
The classic beauty of "Louise" will lend sheer dignity and grace to any formal table setting. Its rich design in burnished gold is enhanced* with Celadon enamel. The same beautiful pattern is also available with Coral accents in place of Celadon. It is called "Richelieu". Either "Louise" or "Richelieu" are lifetime pieces that you'll be proud to own, or to present to discriminating friends.
Louise
Tuscan English Bone China
Emerson CHINA
Nichols AGENCIES
LONDON
ONTARIO

Football in the Background

by Jean Howarth

Mrs. Fred H. Dietrich doesn't know a single thing about football; but she hasn't missed a single one of the BC Lions' games, and only a half dozen of their practices.

This is because Mrs. Dietrich, who is young and charming, believes that a wife should take a proper interest in her husband's interests, and Mr. Dietrich happens to be interested in the BC Lions and football.

This is putting it rather mildly. Fred Dietrich (accompanied by wife Elizabeth Anne Dietrich) was one of the forty Vancouverites who went east around three years ago to plead Vancouver's case for entry to the Western Interprovincial league, and finally, after days of argument, won it. He is also vice-president of the BC Lions Football Club.

He made their son, Gary, a member of the Lions Football Club the day he was born, two and a half years ago. Gary was only three months old when he was invited to his first BC Lions banquet. And Gary, being one of the earliest members of the club, is entitled to tickets to the Grey Cup game. Gary isn't too interested right now. His father may intend him to be a football player, but Gary would prefer to be another Davy Crockett.

Elizabeth Dietrich is one of Vancouver's gayest and most relaxed young hostesses. Her big white house out on Adera Street is open almost every night to a stream of visitors. It is a stately and comfortable house, but doesn't stand upon its dignity. The visitors are sometimes entertained at a formal dinner in the beautiful dining room which Mrs. Dietrich planned herself; but more often they trek down to the rumpus room in the basement to eat the steaks barbecued over the fireplace by Mr. Dietrich himself (he can barbecue eighteen steaks at a time and does them with professional skill).

"Every once in a while," says Mrs. Dietrich, "it seems as though you just have to give a formal dinner. But I think everybody enjoys casual entertaining more. Especially the guests." And in the Dietrich household, the comfort and pleasure of their guests is an important consideration.

As the wife of the man who is president of Dietrich-Collins Equipment Ltd., and vice-president of the BC Lions, she is kept steadily on the entertainment round. But she has a strong housewifely instinct.

Mrs. Fred Dietrich with Orphan Annie, the three-months-old white Sealyham, which is the latest addition to the household and the delight of the two children, Mary Lu and Gary.

She has a German nursemaid to look after her two children, because her wifely duties take her out so much at night, and another woman to help with the cleaning; but the rest of the housework she does herself. And she does all of the cooking (except the afore-mentioned barbecued steaks).

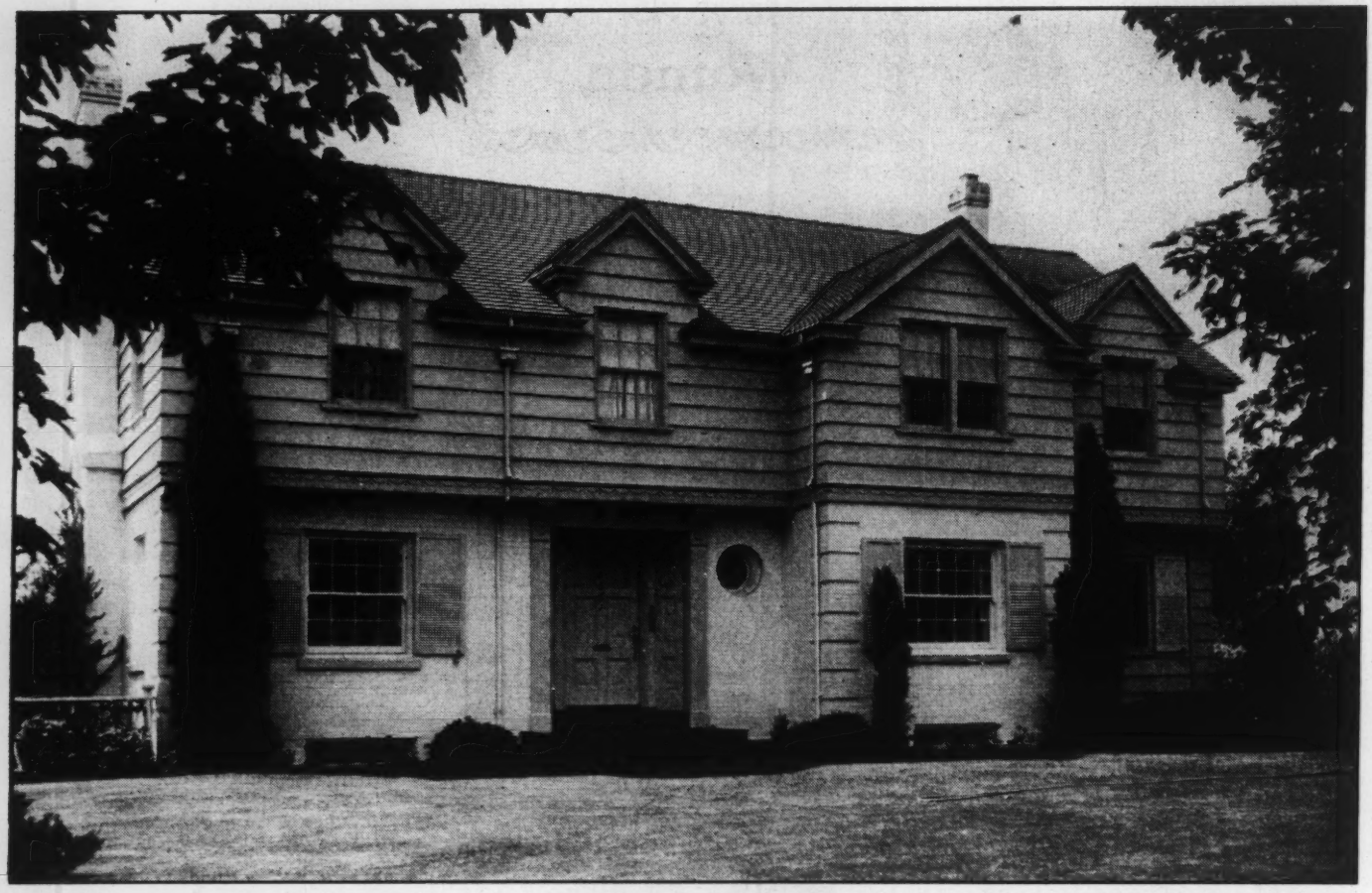
"I like cooking," she says, "and although I shouldn't say it, I think I'm a good cook. Anyway, Fred's very fussy about his food and likes it to be just so, and so it's better for me to do all the cooking because if anybody's going to catch it, then I do. And I can talk back."

Mrs. Dietrich finds that between attending to her husband's interests and looking after her household and children, she has little time any more for her own hobbies. There are two children, Gary, and a daughter Mary Lu, a lively and enterprising youngster.

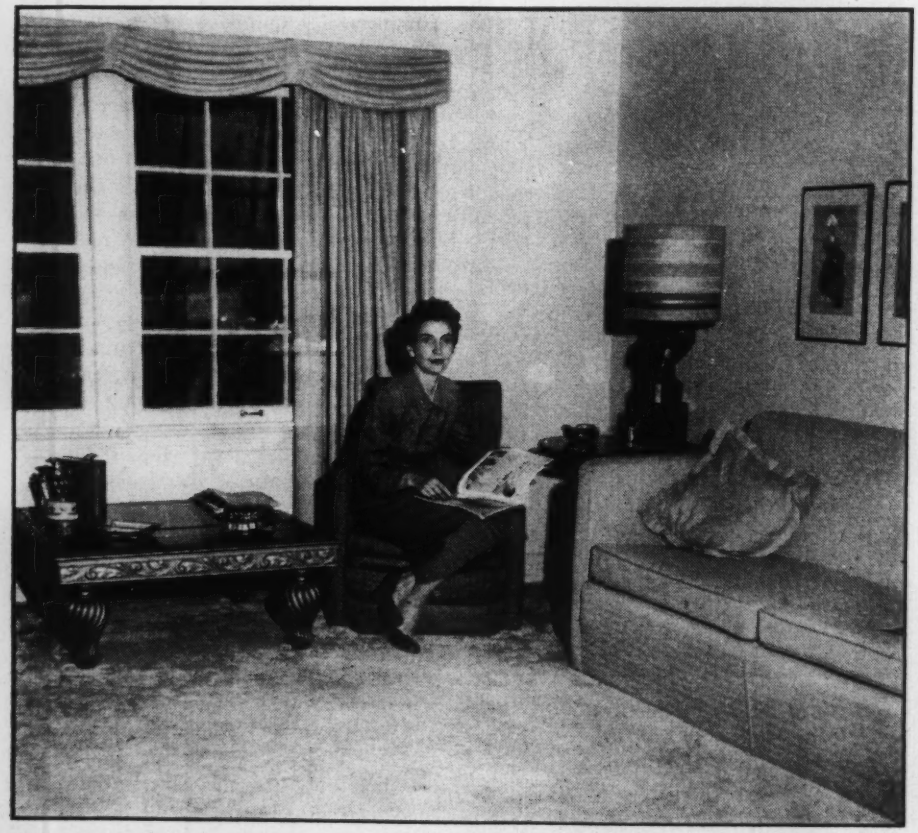
"I used to raise begonias," she said. "I was just crazy about it, and I was beginning to get some wonderful effects. But then when Mary Lu got big enough to crawl, she started eating my begonias, roots and all. I didn't know what begonias would do to her insides, so I gave them up. Besides, two small children are all the hobby any woman requires. They can keep you going from morning till night. And they're so much more interesting than begonias. Though I do wish they'd get out of this Davy Crockett phase quite soon. Why on earth do you think that caught the attention of children so? Mary Lu's only four and a half, but she knows every line of every verse in that wretched song, and sings it the whole day. And even Gary can carry the tune right through the chorus.

"They both insisted on wearing their Davy Crockett hats until we had to hide them. It was turning so warm that Gary was getting a rash on his forehead from the thing. But they were quite desolate when we removed them."

The latest addition to the Dietrich family is Orphan Annie, a three-months-old Sealyham. The whole family had gone over to a kennel to pick out another kind of dog; but then they met Annie, who had lost her mother and all her brothers



The home of Mr. and Mrs. Fred Dietrich on Adera Street, Vancouver, is a large house of dignified simplicity and classic lines. Its wide, welcoming doorway is symbolic of the generous hospitality of its owners. The shrubs of the foundation planting, the flowering trees and broad lawns accent the white of its clapboard and painted brick. Behind the house is a patio and children's play yard. (Below, left) Mrs. Dietrich sits in the living-room she has recently redecorated in tones of warm beige to give the room a more spacious appearance, an effect she was successful in achieving.



This portrait of Mrs. Dietrich was painted by Robert Hyndman of Ottawa, an artist whose work has received considerable acclaim. The picture, which has caught her vivacity and charm, hangs over the fireplace in the den, a pleasant comfortable room lined with bookshelves. The bindings of the books and some fine pieces of glass and crystal add color to its pale decor.

and sisters. Naturally, she went home with the Dietrichs. She is square, woolly, exactly like a toy dog, and passionately beloved by Mary Lu and Gary except when she chews their Davy Crockett hats.

Mrs. Dietrich was born in Vinita, Oklahoma, but she came to Vancouver with her parents seventeen years ago. She would never consider going back to Oklahoma, because it's either too hot or too cold.

She is an Arts graduate from the University of British Columbia, where she was a member of the Kappa Kappa Gamma sorority. She met Fred Dietrich at a Phi Delta Theta formal, and they decided to get married. They got a house in Vancouver's Collingwood district, picked out the furniture for it and moved it in, and then got married there.

"I guess it was a little odd," said Mrs. Dietrich. "The groom couldn't carry the bride over the threshold because she was already over it. But we had a lovely time in that house."

She had an equally lovely time redecorating the white house on Adera. She is particularly pleased with the living-room which she did entirely in a pale beige, with the intention of making it look larger. "I don't know anything about interior decoration," she said, "but it *did* make that room look larger."

She is also particularly pleased with the bar in the rumpus room, which is remarkably well furnished.

Like most other young matrons in Vancouver, she believes in community service. She belongs to the Junior League, which has sponsored many projects for community betterment in Vancouver, and one day a week, from ten to four, she goes down to take her turn working in the League's Thrift Shop.

The Thrift Shop is a successful venture which serves a dual purpose: it raises funds for the League's projects, and it provides secondhand clothing for people who can't afford new clothing.

"Each member has to guarantee at least $30 of thrift a year. Clothing of all sorts. And you know, it's very handy for people with small children. The children always grow out of their clothes before they wear them out; and it's very hard for some people to keep on buying new. That's particularly true of children's shoes, which are an awful price."

Another of her jobs for the League this year will be the handling of publicity for the annual cabaret, one of Vancouver's glossier social events. "I've got to think of a new angle for that," she sighed. "We need a new angle. Of course, it's always a sell-out, but a new angle would make it more interesting."

She will be bundling up her family shortly to take them to Kelowna, in the Okanagan district of BC, for the summer.

"We have to go there," she explained, "because that's where the BC Lions are practising this year, and of course we have to watch them practising. Last year they practised out at the University of BC, and we went out almost every single night." She gave a slight sigh.

"However," she said, as a loyal wife should, "I figure it should be a little better in Kelowna. There'll be a few more things to do, with the lake and all. I just wish," she said, "that I knew *something* about football."

The rumpus room is a comfortably furnished, hospitable place where the Dietrichs do much of their informal entertaining. It is here that Fred Dietrich can barbecue eighteen steaks at a time while his wife reads up on football.

One touch of Cointreau and the Angels sing

For Fruit • For Cocktails • For Pastry

What an exciting difference Cointreau makes in the flavor of your favorite seasonal fruit! Or try a Cointreau Frappé. Pour 1½ oz. of Cointreau into a cocktail glass filled with shaved ice . . . sip through a short straw. Delightful after dinner!

For a host of exotic cocktail, dessert and salad recipes, send today for "The Gourmet's Guide to Dining and Drinking".

55U-2

GOODERHAM & WORTS LTD.
1500 St. Catherine St. West, Montreal

Please send FREE "The Gourmet's Guide to Dining and Drinking".

Name.....

Street.....

City.....

Letters

Capital Punishment

. . . You comment on the question of capital punishment now being reviewed by a Committee of the Senate. You state that it is no greater deterrent to crime than life imprisonment, cannot be a matter of revenge, and ask is any Government justified in extinguishing the "divine spark" of life.

So much of this sort of bilge has been published the last year or two that I would like to suggest to SATURDAY NIGHT a little more concern for vacant places in old age pensioners' stomachs, better care for the insane, and a multitude of matters requiring tax money more than the care and cost necessary to keeping alive for life the rats that go round shooting up bank clerks, or raping and killing women . . .

Like the canines, the human race produces a certain percentage of mad dogs every year. The sooner they are put away the better . . .

VANCOUVER WALTER A. JACKLIN

Editor's note: The "mad dog" theory is tenable only if we think of all human beings as belonging to a species pretty low down in the scale of animal life—devoid of any faith in a Creator, of any attribute like conscience, of any sense of social responsibility.

Housing

First of all may I congratulate you on publishing an article which shows clearly what can be done in the field of public housing when there is the will to do something.

However, although you say all political parties recognize the need for subsidized rents, in fact the present housing policy in Sweden was inaugurated by the Swedish Social Democratic Party when it came to power in 1934. With 21 years of Labor in power, this housing policy has only become popular with the Liberal and Conservative parties as its success and popularity have been proved . . .

Anyone who has lived or worked in Sweden, as I have, will recognize that the Swedish people under the Social Democratic Government are the only country in the world within striking distance of solving its housing problem. Only when the Provincial and Federal Governments in Canada institute a public housing program of a similar nature designed for Canadian needs shall we solve our housing problems.

TORONTO FRANCIS K. EADY

Fluoridation

I resent your facetious swipe at the dentists in The Front Page of June 11. I don't know where you get such positive information that experiments have shown pop, gum, candy and such are harmless to teeth. Our dentists out west and we in the field of public health are waging an unremitting campaign to reduce the sugar intake, particularly among children. In any event, fluoridation is not just a whim of both the medical and dental professions and all public health agencies in English-speaking North America. It has the unqualified approval of virtually every medical school as well . . .

REGINA CHRISTIAN SMITH,
Director of Health Education,
Dept. of Public Health, Sask.

Editor's Note: The "positive information" was found in recently published reports of work being done by dental researchers.

INDEX

	PAGE
BOOKS	19
BUSINESS	29
COVER STORY	14
CRISIS IN ARGENTINA	12
FILMS	21
GOLD & DROSS	32
INSURANCE	36
OTTAWA LETTER	16
SPORTS	27
WOMEN	39

SATURDAY NIGHT
ESTABLISHED 1887
VOL. 70, NO. 35 WHOLE NO. 3239

PICTURE CREDITS: Page 1, Miller; Page 3, Wide World; Page 4, Capital Press; Page 5, Les Baxter from Wheeler, Canada Steamship Lines, Nova Scotia Bureau of Information, Cunningham through Skipsey, Wide World; Malak; Page 8, Public Archives, Wheeler, Turofsky, Rice & Bell; Page 9, NFB; Page 12, Wide World, International; Page 14, Miller; Page 19, British Book Service; Page 20, Miller; Page 21, MGM; Page 27, Turofsky; Page 29, NFB; Page 35, Ross Scholes; Pages 39, 40, 41, W. Cunningham, Vancouver Daily Province.

ANSWER TO PUZZLER
Sam weighed 11 pounds, his brother 9 pounds.

Scientific research, of course, has a way of messing up "positive information"—which was the point of the reference in The Front Page.

The article on "Fluoridation—Questions Unanswered" by Mary Lowrey Ross stands out like a beacon light against the current rash of frantic and determined pro-fluoridation articles by editors and columnists across Canada. These pro articles all parrot the same theme—the public are ignorant and incapable of judging the matter—it must be left to "experts" and "authorities". It is evident by "expert" and "authority" they mean those who *favor* fluoridation. . .

In contrast, SATURDAY NIGHT has very fairly presented both sides and by so doing has conceded that the public are really not so mentally incompetent as the pro-fluoridators would have us believe . . .

WINNIPEG ANNE E. CAVES

Architecture

Mr. John C. Parkin speaks glowingly about the "new" architecture, "mature, enlightened and above all an expression in physical terms of the highest aspirations as well as of the dignity of man himself". Very pretty, but what does it mean? The arid, graceless piles of stone and glass that are being built like monstrous boxes in the hearts of our cities? The finest expression in architectural terms of man's dignity and highest aspiration was achieved by the Gothic builders of the cathedrals and palaces that now make travel in Europe a constant wonder and delight. Let the modernists go back for inspiration to the past . . .

MONTREAL E. J. BISSONETTE

Non-conformity

It was time that someone made a critical examination of the pleas for non-conformity being made by university presidents and others . . . The situation now seems to be that to conform, one must deplore the lack of non-conformity. It would be far more interesting if those who do the deploring also show by example what they mean by non-conformity—and if they did, it would mean a revolution in university and business life. It is not difficult to take an accepted idea and pick holes in it, but it would be amusing, at least, to watch university officials devoting their lives to the bruising job of "kicking against the pricks" . . .

OTTAWA WARD JOHANSON

Editorial Board, J. A. Irving, E. J. Pratt; Editor, Gwyn Kinsey; Managing Editor, Herbert McManus; Associate Editor, Adrian Liddell Hart; Assistant to the Editor, Fern Rahmel; Contributing Editors, Jim Coleman, Robertson Davies, Paul Duval, Max Freedman (Washington), Hugh Garner, Hugh MacLennan (Montreal), Beverley Nichols (London), Mary Lowrey Ross, John A. Stevenson (Ottawa), Anthony West (New York); Director of Advertising, Lloyd M. Hodgkinson; Advertising Manager, George Glionna Subscription Prices: Canada $2.00 one year; $3.00 two years; $4.00 three years; $5.00 four years. Outside Canada $3.00 per year. Newsstand and single issues 10c. Authorized as second class mail, Post Office Department, Ottawa. Published and printed by Consolidated Press Limited, 1517 Mountain St., Montreal, Canada. Editorial and Advertising Offices, 73 Richmond St. W., Toronto 1, Canada. President and Publisher, Jack Kent Cooke; Vice-Presidents, Hal E. Cooke, Neil M. Watt, E. R. Milling; Assistant Comptroller, George Colvin; Secretary, William Zimmerman, Q.C.; Director of Circulation, Gordon Rumgay; Director of Manufacturing, E. M. Pritchard. Representatives: New York, Donald Cooke Inc., 331 Madison Ave.; Los Angeles, Lee F. O'Connell Co., 111 North La Cienega Blvd., Beverly Hills, Cal.; Vancouver, John N. Hunt & Associates, 198 West Hastings Street; London, England, Dennis W. Mayes Ltd., 69 Fleet Street, E.C.4.

Canadian

Schenley O.F.C.

AGED 8 YEARS CANADIAN WHISKY

The only certified 8-year old Canadian Whisky on the market

Certificate of Age

THIS FINE CANADIAN WHISKY HAS BEEN IN SMALL CHARRED WHITE OAK CASKS SINCE DEC 1946

THIS WHISKY WAS KEPT IN THESE OAK CASKS IN CLIMATE-CONTROLLED AGEING ROOMS UNTIL BOTTLING IN JAN 1955

BOTTLE Nº 00001

PRESIDENT MASTER DISTILLER

THE MEANING OF AGE

AGE IS THE GREATEST SINGLE FACTOR IN DETERMINING THE QUALITY OF A WHISKY. WHISKY CAN ONLY AGE PROPERLY IN OAK CASKS UNDER CORRECT MATURING CONDITIONS. WHISKY DOES NOT AGE IN BOTTLES. THE EIGHT-YEAR-OLD SEAL ON THE SHOULDER OF THIS BOTTLE IS YOUR GUARANTEE OF RECEIVING A GENUINE EIGHT-YEAR-OLD WHISKY.

A signed certificate like this appears on every bottle of Canadian Schenley O.F.C. It gives you the whisky's pedigree . . . the story of its ancestry, its arrival at maturity, its blending and bottling date.

Canadian Schenley O.F.C. is destined for world acclaim. You'll know why—the moment you first sample its superb flavor.

The proudest achievement of

CANADIAN Schenley LTD.

WHITE DRESS BY JANE DERBY

Almost everyone appreciates the best

... and the extra-bright refreshment of Coke goes so well with good food.

TASTE the extra-bright tang of Coke, the zest it adds to fine food.

SERVE ice-cold Coca-Cola with meals to make them brighter and better.

DISCOVER the extra-bright fun it brings to indoor or outdoor eating.

Enjoy it often for extra-bright refreshment — ice-cold Coca-Cola, so pure and wholesome.

The Pause That Refreshes . . . Fifty Million Times a Day